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The International Shoe and Leather Weekly

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Clyde Calf
chrome tanned

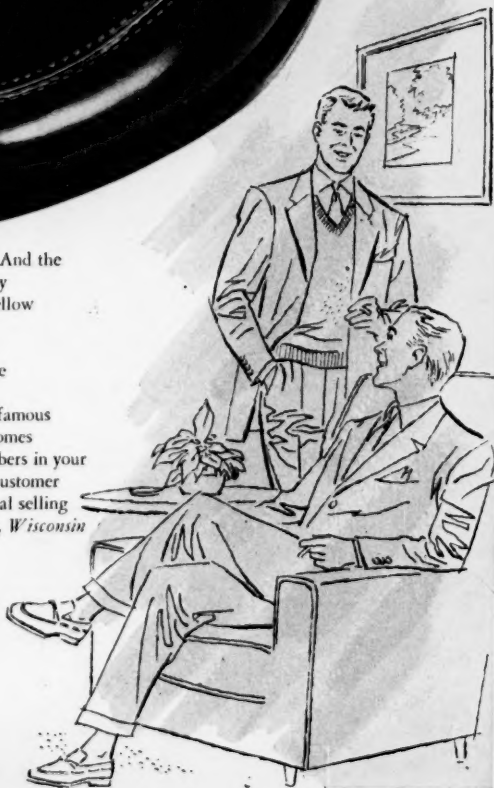
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The Season's Greetings



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Will Stay
Smooth**



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THE important question on everyone's mind: what's going to happen to shoe and leather business next year? Such questions, of course, have no answers. The last infallible prophet visited us 2,000 years ago.

However, the next most important question is: what do the industry's executives *think* is going to happen to shoe and leather business next year. And to that there are positive answers. These answers are based on LEATHER AND SHOES' annual poll of all branches of the industry on the outlook for the forthcoming year. Last year we polled 2,800 industry executives. This year we added 500, brought the total up to 3,200. Out of this has come a crystallization of the perspectives, the planning, the shaping up for the year ahead.

No poll, of course, no matter how accurate or expertly conducted, is ever 100 percent precise. But no respectable poll ever professes such precision. Moreover, no poll should ever be interpreted as a "prediction" of things to come.

One Purpose

A reliable poll professes only one purpose: to present a guide of the thinking of a given group of people on a given subject. Such is the purpose of LEATHER AND SHOES' "Forecast for '53."

But we contend that a poll achieving this purpose makes a significant contribution for this reason. As a man thinks, so does he act. Every deed or plan or program of action starts first with an arrangement of thinking in a man's mind. A shoe retailer, for example, who *thinks* that business for the coming season will be good will buy more than if he thinks the season will be poor. A shoe manufacturer who *thinks* that leather prices will rise in future weeks

will increase his leather inventory earlier at the lower prices.

That our markets and business are governed by the law of supply and demand is only a half truth. They are governed with equal authority by what might be termed the "law of perspective." Call it "mood" or "thinking" or "outlook." It all adds up to the same thing. Man is born with an unshakable trait of trying to read his own future, of trying to make out shapes through the fog ahead. All of us come up with our own interpretations—and we plan our own course on the basis of these "interpretations." When we prove to be right, we take undue pride in our intuitive powers, in our canny abilities. When we prove to be wrong, we unhesitatingly blame something we call "the unexpected turn of events" which nobody was expected to include in his interpretations in the first place.

Nevertheless, this is how fortunes are made and lost. It is an ever-present force contributing to a success or a failure in any given instant. This is not at all to say that men are incapable of giving a fairly accurate "reading" of a short-term future. Some men are uncannily consistent in their success at this.

However, this isn't to be confused with fortune-telling or intuition or any other abstractions. If you have a group of tangible things which you are sure tend to act in a certain way under given conditions, then it is likely that the outcome will be pretty close to what you anticipate.

If, for example, we have a war we automatically have an extremely heavy demand for the goods and services required to operate a war. Thus, an economy under such conditions can be expected to operate in a certain way, excluding the details.

Likewise under a given group of economic conditions in peacetime. It is simply the law of cause and effect. A known cause will create a known effect. A woman walking into a shoe store is a sign that in great likelihood she will walk out later with a purchased pair of shoes.

Unfortunately, interpreting broader economic conditions or forces isn't as simple as that. Nevertheless, the principle applies. If one *known* thing happens or has happened, you have every right to expect that because of it another think is likely.

The difficulty lies in the fact that there are a large number of these "things" in motion at the same time. And when they are mixed together they may form one of several compounds—each a little bit different in nature than the other. Therefore, the trick is to see if you can guess which compound is going to result when all of these forces are mixed in a common pot.

Unexpected Events

Also, there is always the possibility that some little gremlin will come along and toss an ingredient into the pot that the economic chef never figured on—thus creating a compound that wasn't at all in the planning. This we resignedly call "the unexpected turn of events."

But if you look at it hard in the eye, here you will find one of the most influential forces in civilization. It applies with particular emphasis to the operation of a business and the course of an industry.

What does a man think about the year ahead? The answers, especially when integrated into a unit, we believe have enormous influence upon the direction that will tend to be taken in the period ahead. And hence the reason for our "Forecast for '53."

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FORECAST FOR '53



Production

1. How do you see 1953 production for your particular type and price range of shoes; higher, lower or about the same as 1952?

Higher, 48%; lower, 16%; no change, 36%.

Almost half of the men's producers see a 5-10% increase in output for the coming year. The output for 1952 was approximately 7% below 1951, or approximately 7,000,000 pairs. This was due chiefly to a cut in military shoe orders of about 10,000,000 pairs or more. Civilian output was slightly above 1951. However, whereas all other branches of the industry showed a rise in output for 1952, and men's did not, these men's manufacturers believe that 1953 is due to show an overdue increase. For the first half of 1953, 63% of these producers expect an output boost of 15-20% over the same period of last year, with only 7% seeing a drop. For the second half, 49% see an improvement over the second half of '52, with 25% expecting a decline of 8-12%.

Over-Production

2. Do you think that the industry has over-produced in 1952?

Yes, 30%; no, 70%.

One good comment: "Had 1951 been a normal production year following the high output of 1950, then most certainly our high 1952 output would have been too high. But there was a nine-month lull in 1951 shoe output when retail inventories were whittled to below-normal levels—and right into 1952, too. So the 1952 output was justified to meet current sales (which were only normal) and to bring retail stocks up to normal. I believe we're starting 1953 on an even keel, with normal levels of retail inventories ready for normal consumer buying."

a. Will the high 1952 shoe output result in a slow-up of production in 1953?

Yes, 35%; no, 65%.

Several who said "yes" qualified it by stating that a "slow-up" didn't necessarily mean recession. If we over-produced 10 million pairs in 1952, that same amount would be

sliced off the normal output of 1953, to bring 1953 estimated production to about 490 instead of 500 million pairs. Most, however, felt that the high 1952 output simply brought inventories up to a normal level where the good sales prospects for the first half of 1953 could be met adequately.

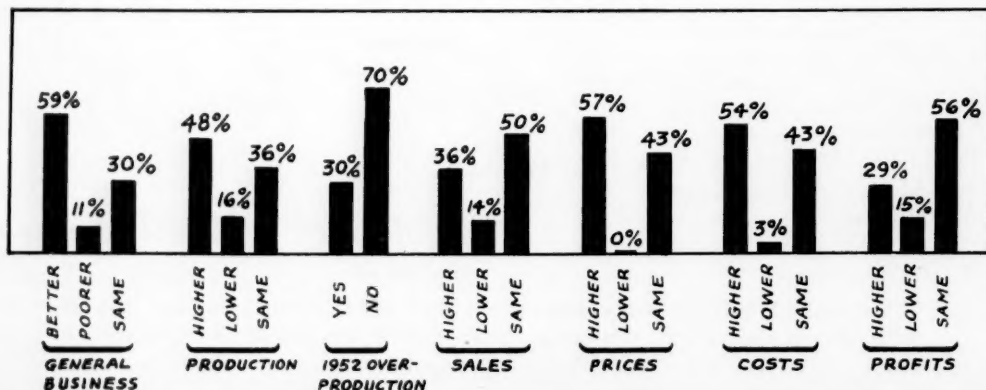
Sales

3. How do you see 1953 sales for your particular type and price range of shoes—higher, lower or about the same as 1952?

Higher, 36%; lower, 14%; no change, 50%.

More than a third expect the year to average out with about 5-12% higher prices, though 14% see a slight drop of 3-5%. For the first half of the year, 64% expect higher prices, with only 7% seeing a decline. The higher prices due almost wholly to higher leather prices, as was frequently mentioned. For the second half, 54% see higher prices, while 23% expect them to be lower, and 23% see no change.

(Concluded on Page 98)





Our thanks again goes
out to you

For friendship shown in '52.

And now our wish is that
you'll see

Just happy days in '53.

KORN LEATHER CO.

Tanners of fine side and split leathers

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AL SCHWAB
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Rochester, N. Y.

WM. T. DAVIDSON
Los Angeles, Cal.

FORECAST FOR '53

**Production**

1. How do you see 1953 production for your particular type and price range of shoes: higher, lower or about the same as 1952?

Higher, 59%; lower, 11%; no change, 30%.

The majority believes the rise will amount to 10-12% over the year, while the "lower" group sees a reduction of 5-7%. Most (72%) expect the rise to occur mainly in the first half of the year, with only 2% seeing a decline in this period, and 26% expecting no change. For the second half, however, a shift occurs in the forecast, with only 45% expecting a rise, 3% seeing a decline, and 47% anticipating no change.

Over-Production

2. Do you think that the industry has over-produced in 1952?

Yes, 29%; no, 71%.

Estimated women's shoe output for 1952 is about 14% or some 30,000,000 pairs above 1951, a heavy increase. Despite this, nearly three-fourths of these producers feel that there has been no over-production.

a. Do you believe that the high shoe output of 1952 will result in a production slowdown in 1953?

Yes, 31%; no, 69%.

Sales

3. Do you see 1953 sales of your particular type and price range of shoes as higher, lower or about the same as 1952?

Higher, 64%; lower, 10%; no change, 26%.

A distinct contrast in optimism as compared with the poll results of this group last year, when only 31% expected higher sales for the year ahead, and 60% saw no change in view. For 1953, the majority is looking forward to a sales rise of 7-12%. Even more optimism is expressed for the first half of the year, when 72% feel a 12-18% sales increase is due over the same period of 1952.

Prices

4. Do you see 1953 prices of your particular type and grade of shoes averaging higher, lower or about the same as 1952?

Higher, 60%; lower, 12%; no change, 28%.

The poll, conducted at a time of rising hide and leather prices, no doubt inflicted some pessimism about prices for the coming year, especially with continued good demand seen for the next two-three months. The majority expects a price rise of about 5% averaging over the year.

5. As compared with 1952, do you think next year's costs will be higher, lower or about the same?

Higher, 62%; lower, 3%; no change, 35%.

Labor, overhead and materials, in that order, will be responsible for chief cost rises. The general rise will be small, however—4-5%.

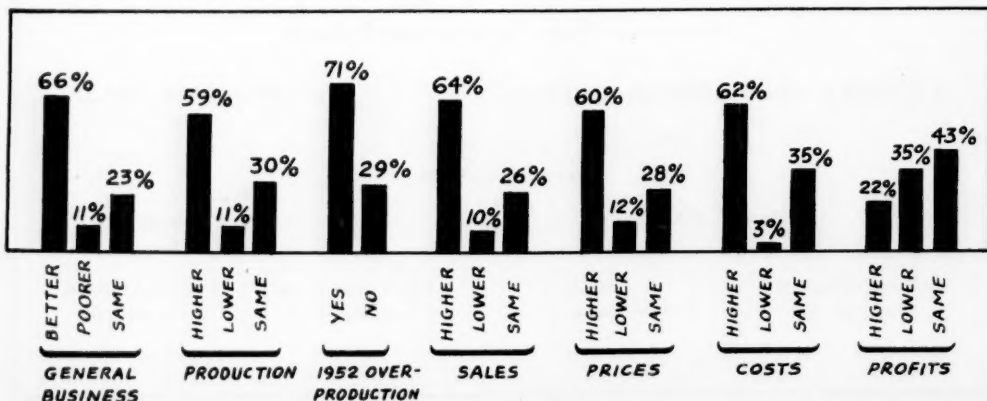
Materials: 66% say higher; 2% say lower; 32% no change.

Supplies: 47% say higher; 4% say lower; 49% no change.

Labor: 77% expect higher; 4% say lower; 19% expect no change.

Overhead: 67% expect higher; none expects lower; 33% no change.

(Concluded on Page 99)





6 million

make quite a market

AVON TRU-STANCE GOLF SOLES
are specially made for that market

- Waterproof—sturdy—comfortable
- Spike sockets molded in
- Cannot curl or crack
- Spikes stay straight
- Wearer never feels the spikes

Manufacturers note:

Avon Tru-Stance Golf Soles are made for both men's and women's golf shoes. They sew on like any other sole. Spike sockets are correctly positioned. No protective mid-sole is required. No extra equipment or special skill or materials are needed. Fixed costs can be developed on a piece work basis.



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makers of AVONITE, AVON DU-FLEX and CUSH-N-CREPE SOLES
FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS

AVON TRU-STANCE
GOLF SOLES ARE
NATIONALLY
ADVERTISED
IN...

LIFE

not on all shoes... just the best ones

Leather And Shoes' FORECAST FOR '53



Juvenile Shoes

Production

1. How do you see 1953 production for your particular type and price range of shoes: higher, lower or about the same as 1952?

Higher, 43%; lower, 5%; no change, 52%.

Nearly half expect a production increase averaging about 5-8% for 1953. Even with the high boost in juvenile footwear output for 1952, optimism continues high. For example, 1952 showed a rise in boys' and youths' shoes of about 27%; for misses' and children's about 15%; for babies' and infants', around 6%. Much of this, of course, was to fill low inventories. Some 55% of these producers expect a 7-12% output rise in the first half (none sees a decline in this period), while only 33% see the second half as better than the same period of 1952, 9% expect it to be lower, and 59% look for no change.

Over-Production

2. Do you think that the industry has over-produced in 1952?

Yes, 20%; no, 80%.

A pretty emphatic affidavit for the "no's."

a. Do you believe that the high level of 1952 output will result in a production slowdown for 1953?

Yes, 18%; no, 82%.

Several comments converged on a significant issue, typified by one statement: "We didn't produce so much for increased retail sales in 1952 as we did for inventories."

Sales

3. Do you see 1953 sales of your particular type and price of shoes as higher, lower or about the same as 1952?

Higher, 44%; lower, 3%; no change, 57%.

Surely no pessimism here. Sales increases of 5-7% are anticipated. Most say it will be chalked up—that is, the increase—in the first half of

the year, with the second half holding its own pretty much with the same period of 1952.

Prices

4. Do you see 1953 prices of your particular type and grade of shoes averaging higher, lower or about the same as 1952?

Higher, 26%; lower, none; no change, 74%.

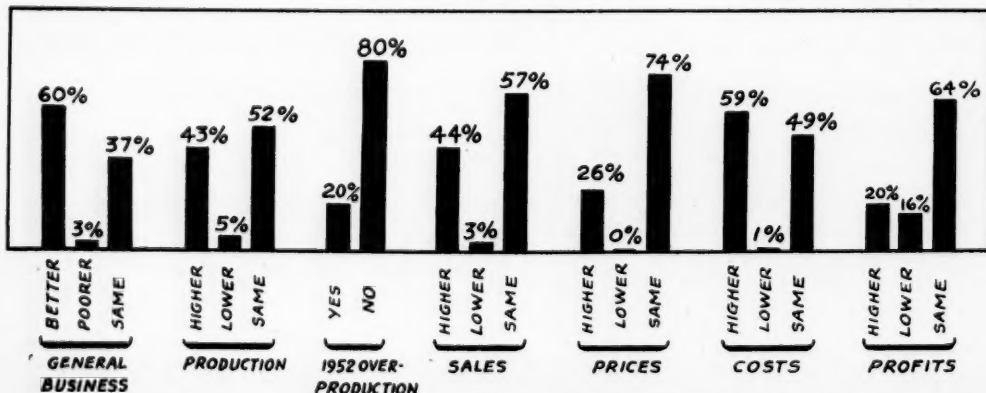
The one-fourth seeing higher prices expect these rises to average about 3-5% over the year. However, 40% believe price rises will occur during the first half, with 57% expecting no change. In the second half, 32% see a price boost in view, though 61% anticipate no change.

Costs

5. As compared with 1952, do you think next year's costs will be higher, lower or about the same?

Higher, 59%; lower, 1%; no change, 40%.

(Concluded on Page 100)





**TAKE THE BREAKS OUT
of your thread**



**TAKE THE STOPS OUT
of your machines**



**TAKE THE BITE OUT
of your labor costs**



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FOR FURTHER
ECONOMY...
ready wound
bobbins of
NYMO are
available in most
sizes and styles.



Other Footwear



Production

1. How do you see 1953 production for your particular type and price range of shoes: higher, lower or about the same as 1952?

Higher, 32%; lower, none; no change, 68%.

This group consists of makers of slippers, cowboy boots, rubber-canvas, athletic footwear, hiking and hunting boots, etc. General feeling is one of reserved optimism, nothing runaway. Last year 44% of this group anticipated higher output for 1952—and the result was actually a 5% rise in production. Those citing a rise again for 1953 say it will amount to 7-10 percent, though two-thirds expect no change.

Over-Production

2. Do you believe the industry has over-produced in 1952?

Yes, 22%; no, 78%.

The story is pretty much the same as with the other footwear groups: that inventories were in dire need of refueling during 1952.

a. Do you believe that the high level of 1952 output will cause any slowdown in 1953 output?

Yes, 30%; no, 70%.

Sales

3. Do you see 1953 sales of your particular type and price range of shoes as higher, lower or about the same as for 1952?

Higher, 38%; lower, none; no change, 62%.

This was pretty close to last year's vote among this group, when 44% said sales would be higher, none figured on a decline, and 56% expected no change. For 1953, the 38% expect a rise of 5-10% in sales. This will apply mostly to the first half of the year, while for the second half only 22% see a rise, with 78% expecting no change.

Prices

4. Do you see 1953 prices of your particular type and grade of footwear averaging higher, lower or about the same as 1952?

Higher, 25%; lower, 13%; no change, 62%.

This typifies the general feeling in the industry that prices have firmed up and stabilized somewhat. For example, in last year's poll, fully 66% expected lower prices, as against only 7% anticipated rises—quite a contrast with this year. For 1953, the one-fourth see a year's rise of 7-10%, while the 13% in the "lower" group expects a 5-10% decline.

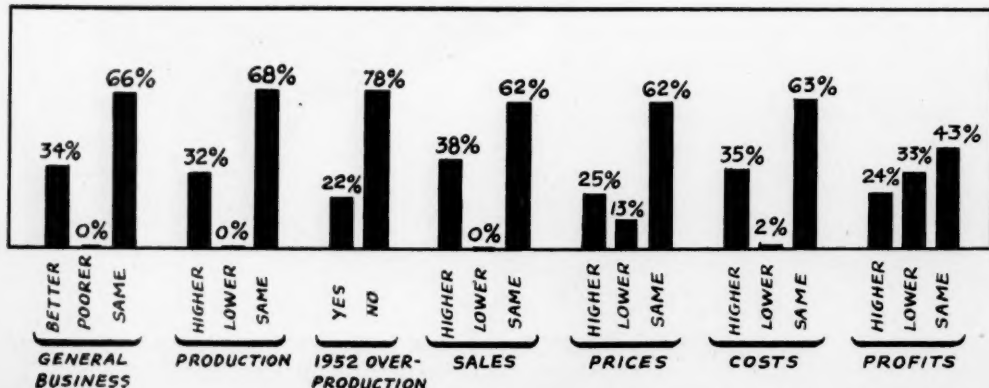
Costs

5. As compared with 1952, do you think next year's costs will be higher, lower or about the same?

Higher, 35%; lower, 2%; no change, 63%.

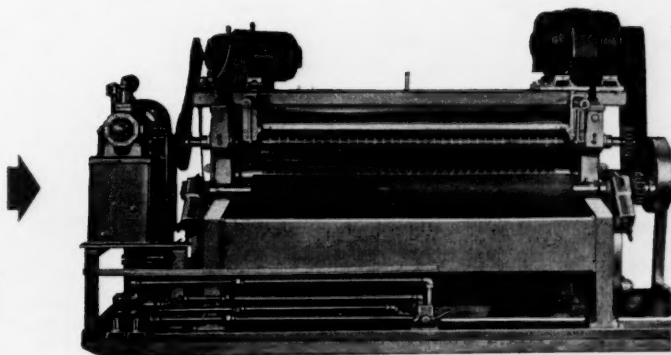
Another indication of the feeling that the cost-price structure has firmed up. In last year's poll 23% of this group expected lower costs, as against only 2% this year, and only 46% figured that there'd be no change in costs, as against 63% this year.

(Concluded on Page 102)



What's that you say - **NO CLUTCH?**

**.. YES, THAT'S WHAT WE
SAY -- NO CLUTCH!**



Stehling Hydraulic Fleshing Machine

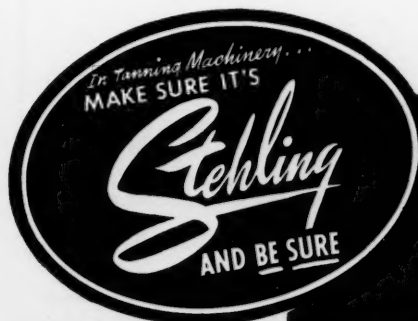
BECAUSE the Stehling Hydraulic Fleshing Machine opens and closes hydraulically, the clutch and many working parts have been eliminated to provide smoother, faster operation, greater and more satisfactory production.

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Write for the facts today!



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1303 NORTH FOURTH ST., MILWAUKEE 12, WIS.

Leather And Shoes' FORECAST FOR '53



General Business

1. How do you see general business conditions for 1953 — better, poorer or about the same as 1952?

Better, 48%; poorer, 25%; no change, 27%.

Those voting "better" believe the improvement will amount to 8-15%, while those voting "poorer" see a decline of 5-10 percent. The majority (72%), however, believe that the first half of the year will chalk up most of the increase in business. (Only 4% see the first half as lower.) In the second half of the year, however, a decline of 10-15 percent is expected by 34% of those voting, while only 25 percent see the second half showing an increase.

Production

2. How do you see production for your type of leathers for 1953—higher, lower or about the same as 1952?

Higher, 58%; lower, 21%; no change, 21%.

The "higher" group expects an increased output of 7-15%, while the

"lower" group sees a drop of 5-15%.

The first half of the year, according to 73%, is where the big increase will be made—10-20%—in output (only 3% see the first half as lower than the same period of 1952.) However, only 37% see a better second half—by 5-15%, while 35% see the second half falling off by 10-15%.

Sales

3. How do you see your sales for 1953 — higher, lower or about the same as 1952?

Higher, 60%; lower, 13%; no change, 27%.

The majority expect a 7-10% sales increase for the year, while 13% see a falling off of sales by 10-12%. Only 4%, however, see a decline during the first half, while a whopping 77% see the first half—by 10-20%. For the second half, 45% say there'll be an increase of 5-7%, while 20% see a fall of 10-15%. Incidentally, in last year's forecast, 59% (only 1% below this year's vote) said they thought sales would be higher for 1952.

Prices

4. How do you see your own prices for 1953 — higher, lower or about the same as 1952?

Higher, 62%; lower, none; no change, 38%.

The majority believes prices for the year will average 7-12% higher. None saw a lower price level. Some 71% expect higher prices for the first half (up 8-15%), while 61% believes the second half will also show an increase—about 5-10% up. Most frequent comment: "Leather prices, except for the last quarter, were too low all through 1952. A 5-15% boost (depending upon the type of leather) will bring prices more in line with costs and delivering a small but fair profit."

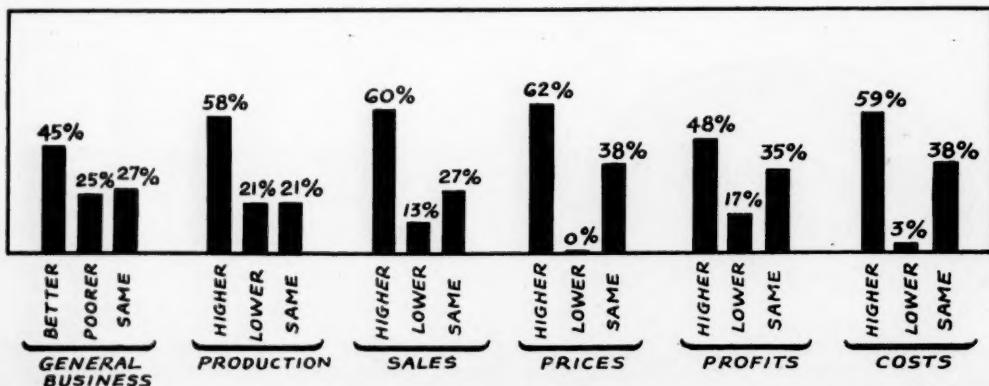
Profits

5. For the coming year do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 48%; lower, 17%; no change, 35%.

This year's vote is quite different

(Concluded on Page 103)





- Calf Suede
- Kid Suede
- Carr. Buck
- Grain Calf

CARR
LEATHER
COMPANY

183 ESSEX ST., BOSTON, MASS.

Tanneries at Peabody.

Carr

FORECAST FOR '53

Other Leathers



General Business

1. How do you see general business conditions for 1953 — better, lower or about the same as 1952?

Better, 39%; lower, 18%; no change, 43%.

Those voting "better" believe the year will show a 5-8% rise in general business, while those voting "lower" believe the decline will amount to 3-7%. However, 68% expect the first half of the year will show a real gain — 10-15%, while only four percent see a drop. For the second half, however, there's a shift, with 49% seeing a decline of about 5%, with only 21% seeing an increase averaging 5-8%. Some 43% expect no change in the second half.

Production

2. How do you see production for your type of leathers for 1953—

higher, lower or about the same as 1952?

Higher, 44%; lower, 30%; no change, 26%.

The "higher" group expects a 10-12% boost in production for the year, while the "lower" group sees a 5-10% fall. For the first half of the year a rise of 10-12% is expected by 49% of these tanners, while only 17% anticipate a drop amounting to 5-10%. But only 36% expect a bigger second half, while 29% expect output to be 5-10% lower in this second period. The remainder, 35%, sees no change.

Sales

3. How do you see your sales for 1953 — higher, lower or about the same as 1952?

Higher, 40%; lower, 15%; no change, 45%.

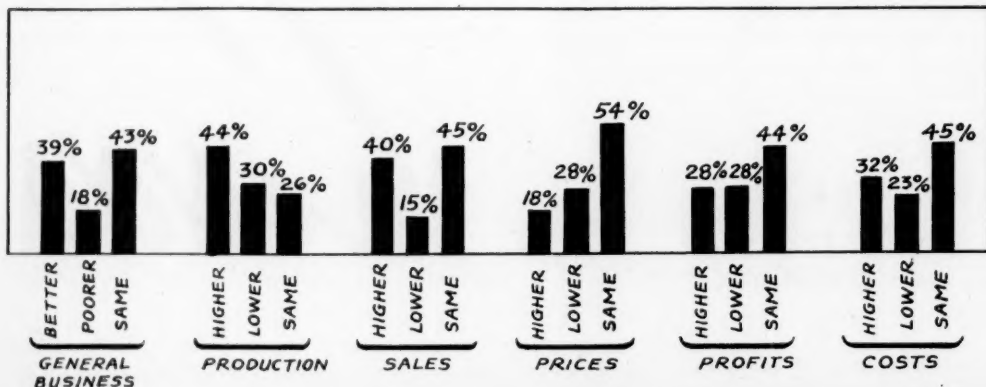
The 40% sees the year's sales up by 5-10%, while the 15% voting "lower" expect a drop of 5-8%. For the first half of the year, however, 63% expect a 10% increase over the same period of 1952, while only 10% see a decline, and 27% expect no change. For the second half, only 16% expect that period to be better than for 1952, while 32% see a decline of 8-10%, and 52% anticipate no change. Shoe production for 1953 is expected to hold close to 500 million pairs, thus leather demand should follow closely with that of 1952, are the expectations.

Prices

4. How do you see your own prices for 1953 — higher, lower or about the same as 1952?

Higher, 18%; lower, 28%; no change, 54%.


(Concluded on Page 104)



Serving...

the
Dyestuffs
Needs

of the
Leather
Industry



We invite ALL users of
dyestuffs in the leather industry
to consult us on the selection
of the most efficient coloring materials
for leather processing.

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Boston Chicago Charlotte
Providence San Francisco Philadelphia





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19th
SUCCESSIVE
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**is the World's Largest
Selling Patent Leather**



Preferred for Quality Wherever Fine Shoes are Made

COLONIAL TANNING COMPANY, INC.
BOSTON 11, MASS.

LEATHER and SHOES

FORECAST FOR '53

Shoe Wholesalers



Sales

1. How do you see 1953 shoe sales for your own price lines—higher, lower or about the same as 1952?

Higher, 20%; lower, 11%; no change, 69%.

A substantial change in the mood of this group last year, when only 15% saw higher sales, and 28% saw sales being lower. For 1953, 20% see sales averaging 3-8% above 1952, while the small "lower" group expects a decline of about 5%. But during the first half of the year, 38% see sales up as against only 8% anticipating a decline. Almost a complete reversal for the second half, with only 8% expecting sales increases as against 37% seeing a fall, and 55% saying no change. As a whole, this group is fairly optimistic about the sales outlook.

Prices

2. How do you see retail shoe prices for the year ahead—higher, lower or about the same as 1952?

Higher, 26%; lower, 16%; no change, 58%.

The contrast with last year's poll of this group is interesting, for at that time 21% expected higher prices,

but a whopping 58% expected price reductions, which certainly came. Currently, the group voting "higher" expects the rise to average about 5% for the year, while those voting "lower" see a decline of 7%. For the first half of the year, however, 36% look to a price rise, while none sees a drop, and the rest expect current prices to hold. For the second half, as compared with the same period of last year, only 17% see prices higher, as against 25% expecting a decline (5-7%), and 58% seeing no change.

Costs

3. Compared with 1952, do you think your costs for 1953 will be higher, lower or about the same?

Higher, 58%; lower, none; same, 42%.

There is an interesting comparison with last year's poll on this question, when 71% of this group foresaw higher costs, as against 22% seeing lower costs, and only 7% expecting no change. But for 1953 a wholesome 42% expects no appreciable change in costs—an indication of the general feeling of stability, of the halt of inflationary forces. The 58% ex-

pecting higher costs believe the rise will amount to 3-6%.

Profits

4. For the year ahead do you foresee your net profits as higher, lower or about the same as 1952?

Higher, none; lower, 41%; no change, 59%.

An interesting comparison is noted with the poll of last year on this question, when 10% expected higher profits, but a majority of 63% foresaw lower profits, and only 27% thought there would be no change. For 1953, only 41% expect lower profits as against 59% seeing stabilized conditions—a state of mind on the profit issue, which did not appear in last year's poll.

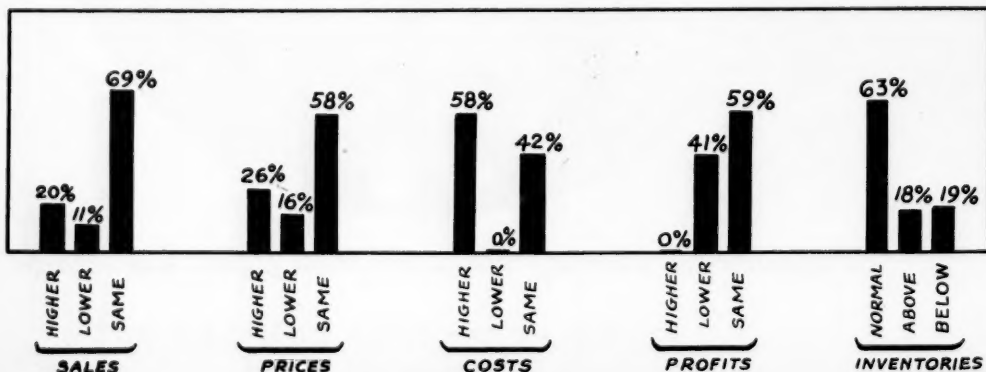
Inventories

5. As of right now, would you say your inventories are about normal, below normal or above normal?

Normal, 63%; above normal, 18%; below normal, 19%.

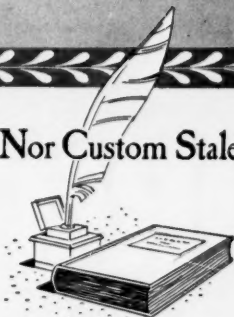
This picture is amazingly close to the inventory status of shoe retailers at this time last year, when 61% reported normal stocks, 16% above

(Continued on Page 106)



"Age Cannot Wither... Nor Custom Stale,
Her Infinite Variety"

— Shakespeare



A business which determines to stay young, and cling to the pioneer spirit of its founders will never grow old.

For William Amer Company, the accumulated experience of 121 years is carefully guarded and has served to win the friendship and confidence of customers and fellow-workers alike, assets which promise to enhance in value with each passing year.



*In confirmation of our forward looking policy,
two entirely new, novel and different leathers
have been perfected and are being pre-
sented: Ameera Kid for shoes and
King Kid Garment Leather for
dress and sportswear. Fashion's latest colors are
shown in both
leathers.*



1 8 3 2



1 9 5 3



THE new year assures the establishment of a new administration, practical rather than political, inspiring greater business faith and courage. William Amer Company welcomes this opportunity to express deep appreciation to those we serve and to all who serve us... and we extend our sincere wishes for your happiness and prosperity throughout 1953.

WILLIAM AMER COMPANY, PHILADELPHIA, PENNSYLVANIA

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Leathers tanned with OROTAN TV have the toughness of champions. OROTAN TV tans rapidly and uniformly. A complete tan in itself, it is thoroughly compatible with vegetable tans—may be used in blends to reduce sludging.

Another rugged contender for top honors is ZIRCOTAN synthetic tanning agent. Used to produce through-white leather, ZIRCOTAN also makes leather tough and resilient.

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wear can't knock out...



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CHEMICALS



FOR INDUSTRY

**ROHM & HAAS
COMPANY**

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Representatives in principal foreign countries

Leather And Shoes' FORECAST FOR '53

Shoe Chains



Sales

1. How do you see 1953 shoe sales for your own price lines—higher, lower or about the same as 1952?

Higher, 29%; lower, 13%; no change, 58%.

The figures registered are much more conservative than last year, when 44% of this group expected higher sales, and only 6% foresaw a decline. For 1953, those voting "higher" expect sales to be up 7-10%, while the small group voting "lower" foresee a fall of 3-5%. For the first half, 27% see a rise, with 7% expecting a drop, and 66% seeing no change. For the second half, however, there is a minor shift in opinion, with 24% seeing a rise, 15% anticipating a decline, and 61% believing there will be no change.

Prices

2. How do you see retail shoe prices for the year ahead—higher, lower or about the same as 1952?

Higher, 19%; lower, 17%; no change, 64%.

This is an appreciable change from the sentiment voiced by this group in last year's poll, when only 6% expected higher prices, while 33% believed prices would be lower. For 1953, the "higher" group expects the price increases to amount to 3-7% for the year, while the "lower" group sees a gradual fall amounting to about 5%.

For the first half of 1953, 15% expect a mild price rise, with 7% seeing a mild drop, and 78% seeing no change. In the second half, 16% foresee a price increase of 6-9%, with 20% seeing a 5-7% decline, and the remaining 64% seeing no change.

Costs

3. Compared with 1952, do you think your costs for 1953 will be higher, lower or about the same?

Higher, 51%; lower, 3%; no change, 46%.

The "higher" group feels that cost boosts will be mild, about 2-4%. In last year's poll 55% saw higher costs, but 23% (as compared with

only 3% this year) expected lower costs. Labor will probably comprise the bulk of cost increases. The feeling is that other costs will settle at about current status for the year ahead.

Profits

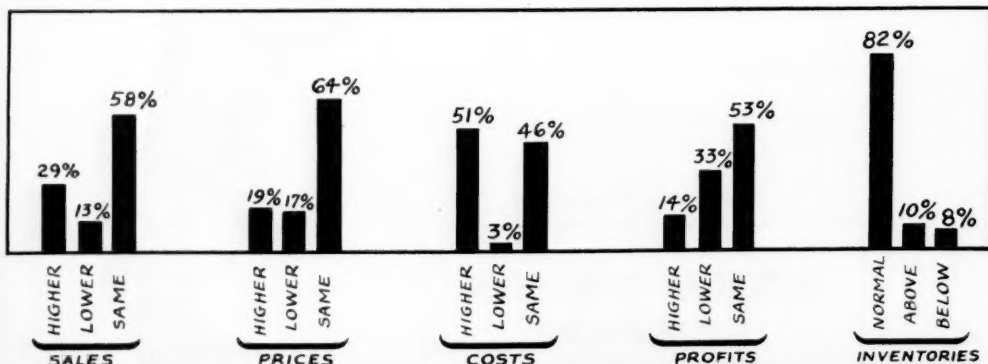
4. For the year ahead, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 14%; lower, 33%; no change, 53%.

Strangely, this year's poll on this question resulted in figures almost identical with last year's (12%, 33% and 55%, respectively). However, the feeling for 1953 is that if costs are held down by virtue of a fairly well depleted inflation, the profit showing may be better. On the other hand, competitive forces are expected to be stiffer than ever, preventing any extension of profit margins.

Inventories

5. As of right now, would you say that your inventories are about (Concluded on Page 107)





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Shoe Last Finishes

VULCALAST . . . The tested and approved last finish for the shoe industry that is backed by 4 years of experience on production lasts.

VULCALAST . . . The modern last finish, was extensively tested in modern laboratories and proved in the shoe factory UNDER ACTUAL OPERATING CONDITIONS.

VULCALAST . . . The moisture resistant coating that resists steam, water, various shoe-making solvents (ie. alcohol, methyl ethyl ketone, acetone, ethyl acetate, box toe softeners) and latex cements.

VULCALAST . . . The protective coating that improves the dimensional stability of the last. Vulcalast seals the wood and the original dimensions and contours of the last are retained.

VULCALAST . . . A development resulting from Vulcan's never ending search to improve their products that are used in the shoe industry.

See or call your Vulcan representative
for full particulars

Vulcan CORPORATION

Designers and Manufacturers of Wood Heels and Shoe Lasts

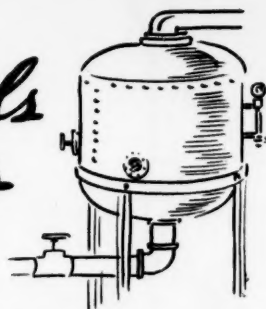
GENERAL OFFICES • CINCINNATI, OHIO

LAST PLANTS
PORTSMOUTH, OHIO
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BROCKTON, MASS.
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SAW AND BLOCK MILL
DONKEN, MICHIGAN

HEEL PLANTS
PORTSMOUTH, OHIO
JOHNSON CITY, N. Y.
ANTIGO, WISCONSIN

Tanning Materials and Supplies



Sales

1. How do you see your sales for 1953—higher, lower or about the same as 1952?

Higher, 42%; lower, 5%; same, 53%.

The "higher" group sees 1953 sales as 5-10% higher, while the small "lower" group expects a decline of about 5% in sales. For the first half of the year, 45% expect higher sales, with 7% anticipating a decline, and 48% expecting no change. For the second half, however, only 30% see a sales increase over the second half of 1952, while 26% believe there will be a drop of 5-12%, and 44% expect no change.

Prices

2. How do you see your prices for 1953—higher, lower or about the same as 1952?

Higher, 18%; lower, 18%; no change, 64%.

The "higher" group expects a 5-10% increase over the year's average, while the "lower" group foresees a 3-8% drop. There's an interesting contrast with last year, when 33% foresaw higher prices and only 7% expected a decline.

For the first half of 1953 some 18% say they'll be a price rise, as against 10% anticipating a drop, and

72% expecting no change. In the second half a mild price fall is expected by 15%, while 20% see a mild rise, and 65% expect prices to hold pat. Over-all, there appears to be little appreciable price shifts due in most tanning materials for the year ahead.

Costs

3. How do you see your costs for the year ahead—higher, lower or about the same as 1952?

Higher, 61%; lower, 4%; no change, 35%.

The majority expects costs to rise about 5-7% over the year. However, this year there appears to be much more confidence in the stability of prices. For example, in last year's poll, 93% of the tanning materials group expected price increases. There is substantial opinion this year that costs for the most part have reached or passed their peak, that there will be a levelling.

Profits

4. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 21%; lower, 33%; no change, 46%.

One-fifth of this group expects a 5-7% improvement in profits, while 33% sees a 3-5% decline in net, and

nearly half expect no change. Again a sharp contrast with last year's poll, where pessimism prevailed and 80% of this group foresaw lower net profits, while none expected improvement.

Shortages

5. Do you foresee any shortages of basic or raw materials that will affect your production or prices in 1953? If so, please specify which materials.

Yes, 19%; no, 81%.

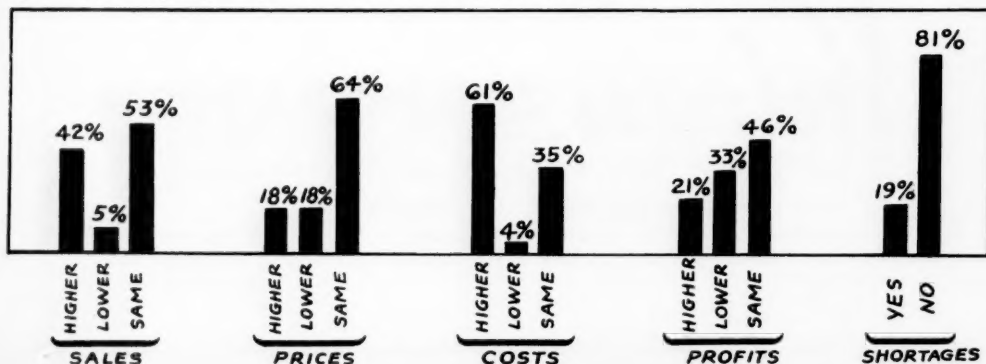
Barring any serious intensification of the international situation, no supply shortages are expected. Even in the few instances where possible shortages may appear, these are not expected to be serious enough to hamper supplies required, or to affect prices to any appreciable degree.

Promotion Plans

6. In your own company's sales promotion plans for 1953, what is the one outstanding step scheduled for your program?

In the order of their frequency of mention they are as follows:

- Increased advertising.
- More emphasis on promotion of improved products.
- More personal contact with customers.
- Diversification.
- Expanded territory.
- Increased sales force.



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*Calcofast** *browns*

BROWN MF BROWN FN

OLIVE BROWN G

and shade with

CALCOFAST GRAY G and

CALCOCHROME* RED 650

For good light fastness, non-bleeding in water and the finish, full, even shades on the grain, and uniform penetration, depend on the CALCOFAST and CALCOCHROME dyes listed above.

On grain leather jackets and gloves, they meet high military specifications, and are recommended for general use on calf, kid and goat skins. Calcofast dyes are suitable for use on both chrome and vegetable tanned leathers.

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Leather And Shoes' FORECAST FOR '53

Shoes- Department Stores



Sales

1. How do you see 1953 shoe sales for your own price lines—higher, lower or about the same as 1952?

Higher, 17%; lower, 16%; no change, 67%.

This presents a drastic change from last year's poll among this group, when 40% saw higher sales, and 20% saw them as lower. For 1953, the "higher" group expects a rise of 5%, while the "lower" group foresees a decline of 3-5% for the year. For the first half of 1953, 36% see sales up—from 5-10% over the first half of 1952—while 22% expect a fall of 3-5%, and 42% see no change. A real shift of thinking applies to the second half of the year, with only 8% seeing sales up, 23% anticipating a 5-7% decline, and 69% expecting no change.

Prices

2. How do you see retail shoe prices for the year ahead—higher, lower or about the same as 1952?

Higher, 25%; lower, 13%; no change, 62%.

Quite a contrast with last year's poll among this group, when none expected higher prices, and 50% anticipated lower prices. For 1953, the "higher" group expects a 5% price

boost for the year's average, while the "lower" group sees a 3-5% decline. This score is about the same for the first half of the year. But for the second half, 20% see a price rise, 20% see a decline, and 40% expect no change.

Costs

3. Compared with 1952, do you think your costs for 1953 will be higher, lower or about the same?

Higher, 21%; lower, 22%; no change, 57%.

Those voting "higher" expect a cost rise of only 2-3%, while the "lower" group expects a 3-5% decline. From the comments, it appears that this group feels most costs have pretty much stabilized, give or take a few percentage points.

Profits

4. For the year ahead, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 17%; lower, 41%; no change, 42%.

Though volume sales have improved among this group, it was expressed in various ways that it was unlikely that profits would be favorably improved. "Competition demands we work on the barest profit margin" . . . "Price increases sure

to cut into sales, also profits—so we cut at our own expense." Such comments as these give the feeling of squeeze being experienced. Yet there was little or no pessimism expressed about profit outlook.

Inventories

5. As of right now, would you say that your inventories are about normal, above normal or below normal?

Normal, 55%; above normal, 36%; below normal, 9%.

An improved change from the same time last year, when only 38% of this group declared normal inventories, while 43% said stocks were above normal. Currently, those declaring above-normal inventories say their stocks are 3-10% above requirements, while the below-normal group say their stocks are down 5-10%.

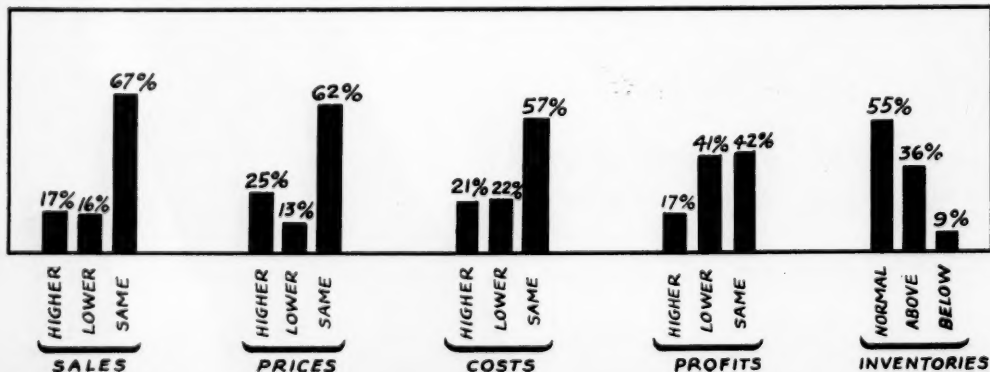
Lost Sales

6. The tendency throughout most of 1952 was to maintain below-normal inventories. If yours were in this category, do you believe that it cost you sales? If yes, by about what percent?

Yes, 26%; no, 74%.

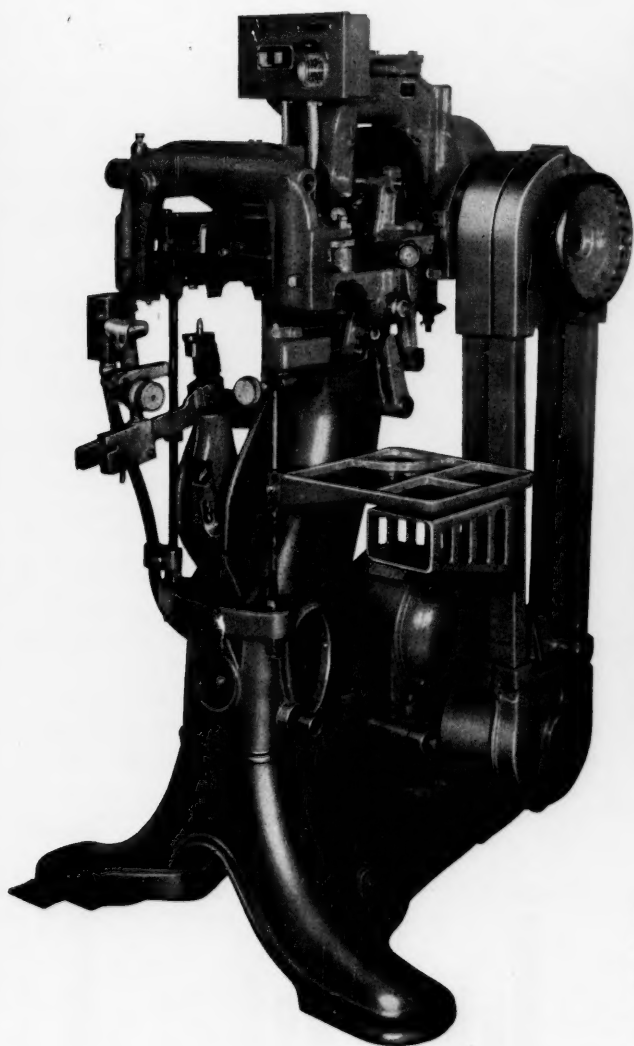
The "yes" group believes its sales losses due to inadequate stocks

(Concluded on Page 108)

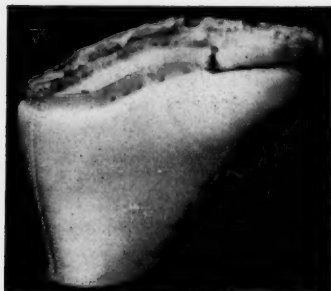


USMC Sewed Seat Lasting Machine—Model A

DESIGNED FOR THE JOB



Improved heel seat feather lines due to tight, positive lasting under heat and pressure. Machine handles complete range of sizes; children's to men's size 15.



Better inseaming — better shoe-making in following operations — because wipers form definite crease next to rib.

This new machine is designed to give you constant uniformity in sewed seat work. Its automatic operation provides quality work at a rate of production in line with other modern high production lasting room machinery.

Ask your United Branch Office for complete details about this new **USMC** machine.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

FORECAST FOR '53

Shoe Materials AND Supplies



Sales

1. How do you see your sales for 1953—higher, lower or about the same as 1952?

Higher, 75%; lower, 10%; same, 15%.

This count was pretty close to last year's poll of this group, where 69% expected higher sales, only 11% saw lower sales. The "higher" group, of course, proved very right. In the outlook for 1953, the "higher" group expects a sales increase of 8-12% for the year, while the "lower" group sees a decline of 5-10%. For the first half of the year a sales rise, as compared with the first half of 1952, is expected by 66%, while only 9% see a fall, and 25% anticipate no change. For the second half, however, only 43% anticipate a better period, while 23% see a decline, and 29% foresee sales as holding even with the last half of 1952. Much confidence was expressed in the new Administration

in Washington to maintain a high level of general business activity.

Prices

2. How do you see your prices for 1953—higher, lower or about the same as 1952?

Higher, 16%; lower, 20%; no change, 64%.

Those voting "higher" foresee a price increase of 3-10%, while the "lower" group expects a 5-8% decline for the year. For the first half, however, 27% anticipate a price increase, with none foreseeing a drop in this period, and the remaining 77% seeing no change. For the second half, only 15% look to higher prices, with 28% seeing prices falling by 5-10%, and 57% believing there will be no change. Over-all opinion is that most of the strong inflationary pressures will be off next year, taking pressures off prices.

Costs

3. How do you see your costs for the year ahead—higher, lower or about the same as 1952?

Higher, 59%; lower, 13%; no change, 28%.

This is a real improvement over last year's poll among this group, when 74% expected higher costs and only 5% expected a decline. For 1953, a cost boost of about 5% overall is expected—mostly for labor. Most of the cost-inflationary forces are expected to be eased substantially.

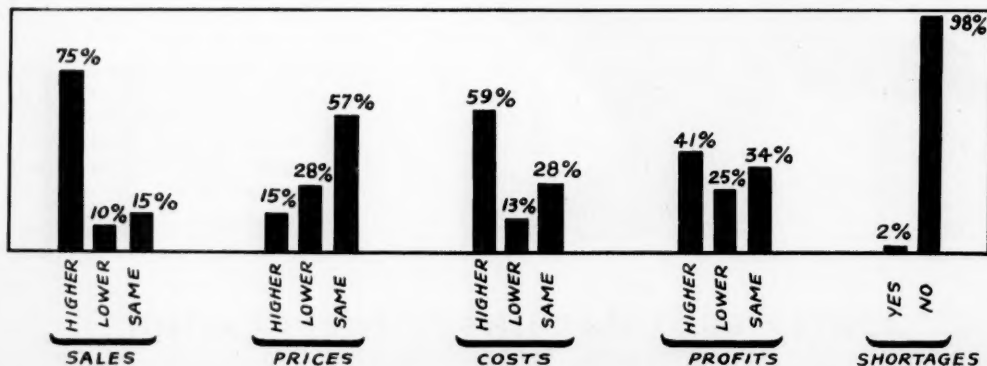
Profits

4. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 41%; lower, 25%; no change, 34%.

This is an enormous change in sentiment over last year's poll, when only 16% felt that profits would be higher, while 50% foresaw them as lower. With business confidence restored by a good year, the profits outlook is seen as appreciably brighter

(Concluded on Page 108)



4 HIGH SPEED SINGER MACHINES FOR THE SHOE INDUSTRY

For top production, specialized operations demand specialized machines!

SINGER
Machines

**110w125, 136w110,
136w101, 168w101**

For Shoe Uppers and Similar Work on
Medium Weight Leathers and Fabrics.

- + Single Needle Lockstitch
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- + Stitches are perfectly spaced, regardless of heavy cross seams
- + Multiple plies come out even at end of seam due to specially constructed SINGER feeds

For details regarding SINGER machines for the Shoe Industry consult your nearest SINGER Shop for the Manufacturing Trade.

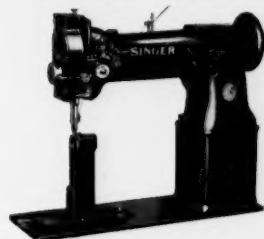


Machine 110w125



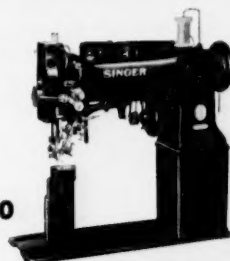
Continuous wheel feed, offset needle bar, roller presser. Regularly fitted to make 20, 22 and 24 stitches to the inch, but can be fitted to make any one of three stitch lengths within a range of 12 to 33 to the inch.

Machine 168w101



Post bed, compound feed, alternating pressers, thread lubricator. Stitch lengths up to a maximum of 6 per inch. Especially suited for sewing in sock linings and attaching wrappers on California Process Shoes.

Machine 136w110



Continuous wheel feed, post bed, roller presser. Fitted to make 19, 21 and 23 stitches to the inch, but any three stitch lengths within a range of 12 to 32 to the inch are possible. Has oblique under-edge trimmer and a motor for driving the knife continuously at high speed independently of the speed of the machine.

SINGER SEWING MACHINE COMPANY
Manufacturing Trade Department • Branches In All Principal Cities

FORECAST FOR '53

Hides and Skins



Sales

1. How do you see sales of hides and skins for 1953—higher, lower or about the same as 1952?

Higher, 44%; lower, 22%; no change, 34%.

The "higher" group sees a sales rise of about 7% for the year, while the "lower" group believes sales will fall by 10%. It's in the first half where the sales increase is expected to appear—55% say sales in this period will rise 10-12%, while only 11% expect a drop, and 34% see no change. For the second half, only 11% expect it to be better than the same period of 1952, while 44% see a decline of about 15%, and 45% expect sales to hold even with 1952.

Prices

2. How do you see hide and skin prices for 1953—higher, lower or about the same as 1952?

Higher, 29%; lower, 56%; no change, 15%.

The "higher" group sees prices up about 5% for the year's average,

while the majority, 56%, expects a price decline averaging 10-15%. Price rises are expected in the first half, with 48% believing prices will rise 5-10% in this period, as against 43% who expect a price fall of 10-15%. For the second half, as compared with the second half of 1952, 39% expect prices to be lower—by 10-12%, with 11% seeing no change, and none seeing prices as higher. Incidentally, many hide and skin men voiced the hope that rawstock costs would stay "reasonable" and "wouldn't price ourselves out of the running."

Supply

3. How do you foresee the rawstock supply, both domestic and foreign, for 1953—higher, lower or about the same as 1952?

Domestic supply: higher, 66%; lower, none; no change, 34%.

Foreign supply: higher, 33%; lower, 22%; no change, 45%.

Domestic supply outlook is brighter than foreign. Most hide men anticipate a 5% increase in domestic

rawstock for 1953. A third of the hide industry sees some improvement—about 10%—in foreign supplies next year, though 67% expect either no change from the low supply status of 1952, or believe it will dip even lower. Many comments were intense regarding buying of foreign (and even U. S.) hides by other countries with use of U. S. foreign aid money which was free to bid up prices beyond which U. S. buyers could compete. Little change is expected in this policy next year.

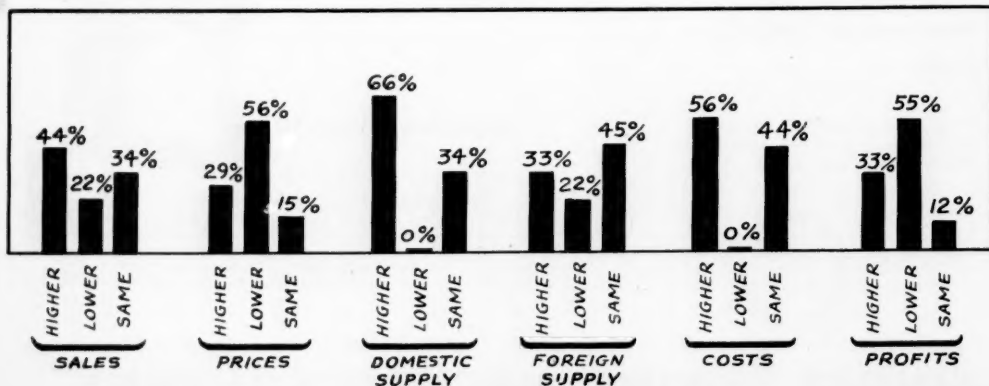
Costs

4. How do you see your costs for 1953—higher, lower or about the same as 1952?

Higher, 56%; lower, none; same, 44%.

The "higher" group says costs up by about 5%. However, this is in contrast with last year when 78% figured on higher costs, as against only 56% this year. The feeling is that inflated costs have been passed—except in a few minor instances—

(Concluded on Page 108)





A MAN'S BEST FRIEND... HIS DOGS!

This advertisement, in full color, appeared in TIME magazine, August 25, and NEWSWEEK, September 8, to point out the inimitable qualities of genuine leather, and its importance to the general public.

Does it matter how long your shoes last, or what they cost—if they smother your tired feet? Leather is the preferred material for soles as well as uppers because it is unrivaled for comfort. Although it has been tanned to remarkable durability, it was once alive and retains pores which permit your feet to "breathe".

Modern chemicals for imparting to leather its permanent pliability and resistance to scorching sunshine and abrasion are a specialty with DIAMOND. No wonder DIAMOND's tanning chemicals and knowledge of tanning technique are employed by the nation's leading tanners.

DIAMOND ALKALI COMPANY

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Labor Outlook

—THE SHOE INDUSTRY



Boot and Shoe Workers Union, AFL

By John J. Mara,
President

THE Boot and Shoe Workers Union, AFL, has completed a highly satisfactory year in 1952 and anticipates



another year at least as good and possibly even better in 1953. Our reason for this optimism is the high rate of employment in the shoe industry today coupled with expectations that this will continue for several months.

Barring unforeseen developments, we feel that shoe business—both at the manufacturing and retail levels—should continue active through most of the first half of 1953. Present indications point to one of the most successful spring seasons in years. This alone should keep employment high for the next few months.

Our union has already negotiated most of its 1953 contracts on a mutually satisfactory basis. Naturally, we expect to keep pace with industry de-

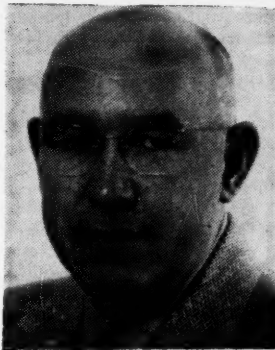
(Concluded on Page 109)

Brotherhood of Shoe and Allied Craftsmen

By Earle F. Snow,
President

THE general outlook for the shoe industry in the Brockton, Mass., area shapes up very well for at least the first half of 1953. Hope is high in this area that the present high level of employment will continue for this period. If it does, Brockton may solve much of its employment problem.

At present, the employment situation in the Brockton shoe industry is more difficult for the manufacturer than the worker. There is a definite lack of skilled shoe craftsmen in the area. Older skilled workers have died and many of the younger have been attracted to other industries.



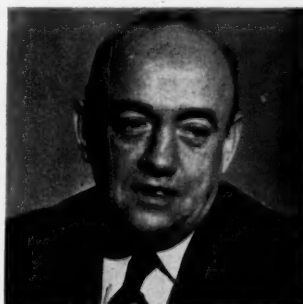
Naturally, the Brotherhood of Shoe and Allied Craftsmen is making every effort to secure skilled labor for Brockton factories. In most cases,

(Continued on Page 109)

United Shoe Workers of America, CIO

By Russell Taylor,
President

THE outlook for workers in the shoe industry during the year 1953 appears excellent. Best reports avail-



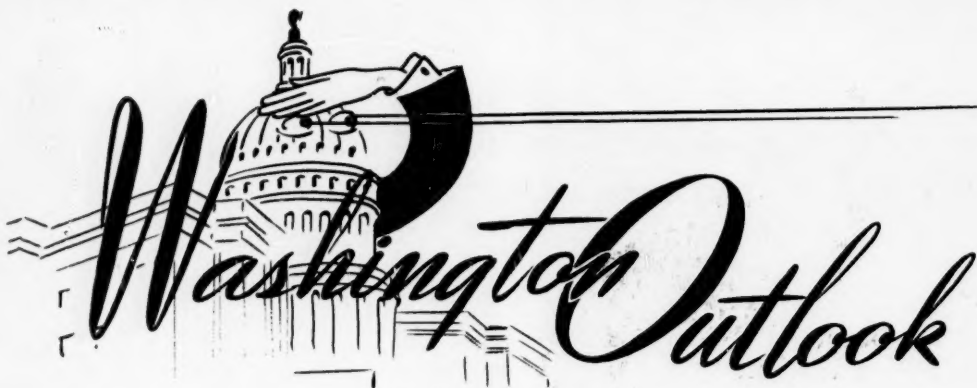
able indicate most favorable conditions as the New Year approaches, with manufacturers' inventories at low working levels and retailers busy ordering to replenish their own stocks. Best predictions point to plenty of business at the factories until at least after the Easter rush. Naturally, shoe workers will benefit.

We believe relations of United Shoe Workers of America, CIO, with shoe manufacturers under contract to us to be of the best. Most contracts for the coming year have already been settled to satisfaction of both labor and management.

At this moment, the situation in Massachusetts, where we have close to 12,000 members employed in 70 factories, is still unsettled. This is

(Concluded on Page 110)

Leather And Shoes'
FORECAST FOR '53



By Joseph Huttlinger

Leather And Shoes' Washington Editor

The shoe and leather industries, winding up a good year during 1952, face ahead to what may be a bright new era, with two major changes in sight as far as relations with the government are concerned.

In contrast to the situation a year ago, the present trend is toward fewer and fewer government controls over shoes and leathers, and over all industry. Price, wage, material and other controls are on the way out, barring all-out war, or other emergency, as the need for them vanishes.

A second change lies in the political overturn that puts Republicans at the helm both in the Congress and the administration, for the first time since the days of President Herbert Hoover. In general, industry is pleased, and the men so far selected for Cabinet posts indicates that businessmen, and business ideas, will have much to say about running the government.

A year ago, the government was allocating hides and skins, but this has been ended for many months. There is nothing in sight, short of all-out war, indicating they may be needed in the near future. Again, export controls over hides and skins, designed to keep these products at home, have been eased, with indications that substantial exports will continue to be permitted in the months ahead.

A year ago, the Mutual Security Agency, in putting up money for Europeans to buy hides and skins,

forbade purchases in the United States. The spring brought a change, with improved U. S. supply and lower prices, so that the MSA began to permit recipients of aid to buy where they preferred. While the end of the year brought some hesitation on the part of the MSA, as hide prices stood firm, there was a confidence that the agency would go ahead with this policy during the year.

A total of \$2.9 million for the purchase of hides and skins was authorized during 1952 by the Mutual Security Agency for three countries. They are Yugoslavia (\$1.5 million), Greece (\$1.3 million), and the Netherlands (\$172,000). In addition, a small sum was put up for buying of leather.

Changed Policy

A changed policy came in the spring of the year, partly at the suggestion of the National Production Authority. For the first time in nearly two years, the MSA authorized foreign countries to spend allocations for hides and skins in the United States. Before that, tight supply in the U. S. had prompted the foreign aid program to direct that all authorizations be spent abroad.

As a result, only \$565,000 of this year's authorizations were earmarked for buying in Latin America only. The rest were for buying in the U. S. or Latin America, at the option of the buyer. As U. S. prices were gen-

erally low, it is understood the bulk of this went for U. S. buying.

For the year ahead, the MSA program is expected to go on at about the same rate—\$3 million a year. Funds to carry through half the calendar year already are available, for funds beyond that the MSA must go to Congress. At the turn of the year, the MSA had requests for allocations to buy about \$2 million worth of hides and skins, but was postponing action. A reason, as given by an MSA official, is "we do not want to boost the hide and skin market, which is now so strong." Whether the next step would be new policy, earmarking hide and skin funds only for non-U. S. sources was to be seen.

Controls over a variety of materials, such as quebracho for tanning, over steel, copper and aluminum, are being eased one by one. The prospect is for the end of all controls—except as related to guns and other direct military items—during the coming year, possibly in a few months.

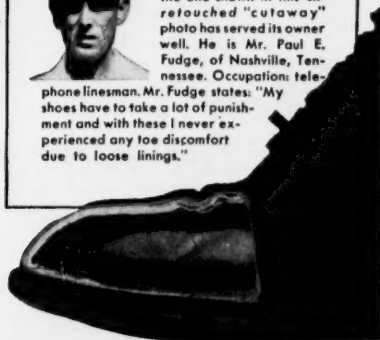
Price controls, which have been hampering the industry, were suspended during the past year over (in order) hides and skins, leather, and shoes. Despite a flurry of concern with strong shoe prices at the end of the year, the basic trend at the Office of Price Stabilization is to take off price controls. Re-control, if it comes, could be short-lived.

A cut-off date of April 30, 1953, faces price control legislation. Un-

(Concluded on Page 111)



Like all Celastic Box Toes, the one shown in this unretouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



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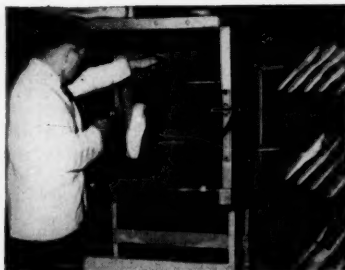
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National Shoe Manufacturers Association

W. W. Stephenson
Executive Vice-President

Tanners' Council of America

Irving R. Glass
Executive Vice-President



The highlights of the shoe industry in 1952 were (1) an estimated shoe production of 500 million pairs; (2) maintenance of retail sales in dollars at the 1951 level; (3) the removal of price controls; (4) substantial increases in the availability of raw materials; and (5) the institution of a new promotional program entitled, "The New in Shoes."

The shoe industry, at the manufacturing level, in 1952, recovered from the serious production and sales problems that it experienced during 1951. It is expected, when the final figures for shoe production are released, that 1952 will be more than a 500-million-pair year. Only twice before has shoe production reached this level. All types of shoes except military footwear, which fell off substantially from 1951, participated in this increase.

At the retail level, shoe sales in 1952 remained approximately the same as 1951 in dollars. However, pairage sales increased due to the 10 to 15 percent drop in shoe prices.

In September 1952 price controls were removed from the shoe industry at both wholesale and retail levels. Shoe selling prices dropped well below the ceiling prices thus making it possible for the Office of Price Stabilization to suspend ceilings.

The supply of the principal raw materials used in making shoes increased greatly during 1952 as compared to 1951, due to the increased slaughter. All phases of slaughter except calf, whose increase was moderate, increased substantially during 1952. In light of the cattle population increases, it is expected that this heavy slaughter will continue during 1953.

The National Shoe Fair this year was characterized by heavy bookings of shoes. This would indicate that retailers are expecting good sales during the spring of 1953. Many well-informed persons in the industry feel that 1953 will be a good shoe year.

"The New in Shoes" program, one of the most aggressive promotional efforts ever undertaken by our industry, is jointly sponsored by the National Shoe Institute under the direction of the National Shoe Manufacturers Association and the National Shoe Retailers Association. It unifies on a nation-wide basis the presentation of footwear to the consuming public. The effect of this mass impact through national magazine and local newspaper advertising together with effective display windows will bring shoes into the forefront of the public's attention at the opening of each season. The date selected for the Spring Opening is March 1, 1953, and for the Fall, August 31, 1953.

Focusing the attention of the public on the fashion importance of shoes it is hoped will stimulate early Spring buying. The entire program represents many months of intensive planning in order to present a workable plan for the entire shoe industry.

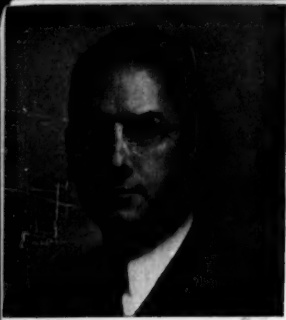
TOTAL shoe production for 1952 is estimated at approximately 511 million pairs. Will this production prove excessive in any sense and does it represent anticipation and borrowing of business from the future?

In appraising the outlook for 1953, several reasonable assumptions can be made. The rate of shoe output, and all of the demand factors associated with that output in the final months of 1952, were above the level of consumption. However, since the base from which all segments of the industry began was marked by thoroughly depleted inventory, the potential excesses are by no means as large as they have been in the past. Some adjustment may be necessary, but this is not likely to be severe or protracted.

Shoe and leather goods volume at retail in 1953 should compare favorably with the past year. There appears to be a consensus that consumer purchasing power and the absorption of staple consumer items at retail will be maintained. That conclusion would appear to apply with particular force to shoes since the annual retail volume of shoes has shown remarkable stability. The rule of thumb which suggests itself, is the extension of average per capita consumption ratios by population. The more people, the more shoes needed, and in 1953 a population of 160 million will require close to 500 million pairs of shoes to satisfy the same rate of need and want as in the past year or two.

If any excesses inherited from 1952 are not extraordinarily large, the total production of shoes and of leather in 1953 can be only moderately lower than consumption requirements. It is too much to hope that stability in all branches of the industry can be achieved through consistency in production and consumption. A spell of relative inactivity during the early months of the year, in part due to seasonal factors and in part to previous heavy production, would be succeeded later in the year by renewed briskness.

A number of factors in the picture for the year as a whole should be construed as encouraging. Domestic raw material supplies are expected to increase with a possible gain of 10 percent in cattle slaughter. This gain in raw material resources balances the growing requirements for leather by an expanding population. In addition, evidence of growing demand for quality merchandise at retail opens up merchandising possibilities for tanners and their customers. The results of initial promotional campaigns by Leather Industries of America, the advertising and promotional arm of the tanning industry, have disclosed tremendous potentialities. Retailers as well as manufacturers have found in leather a vehicle for effective selling, for the "trading up" which is essential to enhancing dollar volume. The work started by Leather Industries of America in 1952 should become progressively more valuable not alone to tanners, but also to manufacturers and all retailers in 1953.



New England Shoe and Leather Association

Maxwell Field
Executive Vice-President

THE New England shoe industry maintained its leadership during 1952 as its output equalled one-third of U. S. shoe production totals estimated at 510,000,000 pairs. The year 1953 should witness a continuation of this favorable trend, but with a total output slightly below this year's levels.

Shoe manufacturers in New England face the added problem of increased labor costs in greater proportion than those of their competitors in the Pennsylvania and St. Louis shoe districts. This competitive differential will have to be faced by both shoe union leaders and manufacturers in the future.

Our forecast of U. S. shoe production in 1953 is for a total of 500 million pairs—which is still a high rate of output that has only been exceeded in the years 1946, 1950 and 1952. New England shoe production is estimated at 165 million pairs, or at a normal rate of one-third of total U. S. output.


Public consumption of footwear should continue at favorable levels next year and average three pairs per capita. However, it appears that unless a record-breaking Easter business is enjoyed by retailers during the first quarter, their stocks may be considered too heavy and forward orders to manufacturers may then be curtailed during the second quarter.

Several other major factors will influence the rate of shoe output in 1953. First in importance is the outlook for general business. Shoes are a highly sensitive commodity and many times in the past our industry has proven a forerunner for good or poor business. Therefore, should there be a decline in business activity after the first half year, as so many economists are freely predicting, this factor may intensify and lengthen the downturn in shoe production expected in the second quarter.

A second factor that does affect shoe operations is the rate of consumer expenditures for shoes. During 1951, the latest year for which any data are available, dollar volume of consumer expenditures for shoes, other than rubber, reached an all-time high at \$3,295,000,000. However, due to peak levels of national income the percentage of total consumer expenditures devoted to shoes declined to 2.9 percent, the lowest ratio of any post-war year.

The rate for 1952 may have been slightly better, but 1953 is not expected to show any marked improvement. Only if there is a strong shift by the public away from durable items and their food bills drop markedly, so that more dollars can be spent on shoes and other soft goods items, will this trend be reversed.

In conclusion, the New England shoe industry is expected to maintain its industry leadership during 1953 by producing one-third of the 500-million-pair output forecast for next year. However, uncertainty as to the rate of shoe output and employment during the second quarter, and beyond, is tempering the current optimism of many trade leaders.



St. Louis Shoe Manufacturers Association

Arthur H. Gale
Secretary

In looking forward to 1953, there is a general feeling of qualified optimism among the member firms of the St. Louis Shoe Manufacturers Association. The 1952 fiscal figures indicate sales gains of from 10 to 20 percent for our make-up factories over the previous fiscal year.

Total production in pairs for the first nine months of 1952 ran 11 percent ahead of 1951. Women's production for this period was up 14 percent and children's, 16 percent. Men's production fell off 8 percent, but since military output was off approximately 80 percent, it is evident that there was a marked increase in the manufacture of male civilian footwear.

With a total increase in pairage of 7,493,920 for the first three quarters of 1952, and with the factories far busier now than they were at the tag end of last year, it is logical to assume that we should pick up another million pairs by the time the final figures are available. The above figures are inclusive of Association members only.

The favorable reception given St. Louis lines at the National Shoe Fair last fall portends well for spring. It is no exaggeration to say that twice as much business was booked out of St. Louis at Chicago than at any other National Show in the past four years. And buyers have been sending in their confirmations much more promptly, which, of course, indicates a healthy open-to-buy situation.

I am inclined to believe that lower inventories were a far greater factor in the brisk buying that prevailed at Chicago and subsequent regional shows than rumors of price increases prior to January 1. Well-balanced stock conditions should more than offset the reaction to whatever price adjustments are necessary to cover the increased cost of labor and materials.

Last summer's local truck strike was a terrific blow to the St. Louis shoe manufacturers, particularly to the makers of novelty shoes, since it impeded delivery at a time when the backlog of reorders was heavier than it had been at such a period for several years. Resultant cancellations really hurt.

In the final analysis, there is valid reason for optimism in the St. Louis shoe industry. However, such optimism must always be tempered by the knowledge that a slump in retail sales can change the entire picture almost overnight. Retailers have done very satisfactorily during the late fall and early winter, and here's hoping that it will be a long time before we encounter one of those "unaccountable" retail slumps such as hit the entire nation in the fall of 1951.

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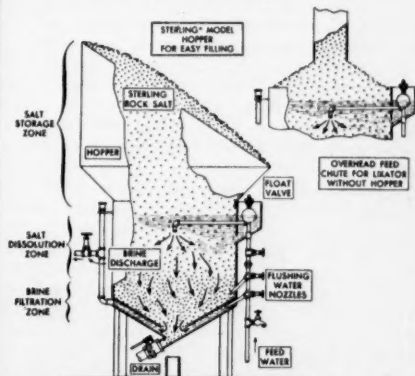
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National Shoe Retailers Association

Otto Warn
President

MANY things have transpired since the last Annual "Forecast" of LEATHER AND SHOES. Foremost is the fact that after 20 years we will soon have a Republican administration.

There are some who think that without controls we might be due for another round of rising prices. But Eisenhower has given us every reason to expect a most realistic handling of the inflation problem. Although there has been some slight increase in prices, especially in shoes, I do not believe that we shall see any extensive increases during the year of 1953.

To become a little more specific in our own industry, I should like to touch on the cost problem. The shoe retailer has been faced for several years with ever-increasing costs of doing business and, in some cases, an ever-decreasing margin of profit. To quote from my talk in Dallas last May:

"We all know that many branded lines have been considered short-profit lines, especially many of us far from the source of supply. For a period there was considerable tendency towards even closer margins. I am glad to note that in many cases the manufacturers of these lines are realizing the necessity of wider margins on their shoes for the retailer and are making this possible in their repricing during recent months. Others will follow, I am sure. We all know that the manufacturer will prosper only as the retailer prospers."

I am pleased that others have followed and this should make for better profits in 1953. It is up to the individual merchant to use every effort to keep his costs to a minimum.

Inventories, for the most part, seem to be well in line. There are some exceptions, of course, but in talking with many shoe retailers over the country I find that things are well in hand and most stores are running on a normal inventory. I have talked with some, however, who seem to be starving their inventory and in most cases this has reflected upon their volume and prestige in their community.

The problem of deliveries will always be before us to some extent, at least. I do, however, predict that this will be a problem of a lesser degree during the coming year than in the past. This is based upon the desire of better cooperation by the retailer and manufacturer. There was more desire to buy earlier this fall, with the promise by the manufacturer that shoes will be shipped on time.

One very important contributing factor is the new promotional idea set for March 1, 1953, "The New in Shoes." We now have a definite date to which to point. This is a joint promotional program sponsored by the National Shoe Institute, under the direction of the National Shoe Retailers Association and the National Shoe Manufacturers Association and is receiving whole-hearted support by retailers and manufacturers alike. This promotion alone will contribute almost beyond our fondest imagination to better shoe business in 1953.

National Association of Shoe Chain Stores

Frank J. Schell
President



THE mood of "tempered optimism" which characterized buying plans is still present as the industry gets closer to the retail selling period. Sales through the first eleven months of the year and for the first half of December indicate that retailers operated in an actively competitive period.

In dollars, the shoe chain store business will probably show an average gain of about four percent for 1952. In pairs, their gains may be seven or eight percent. Obviously, this performance falls considerably below the rate at which factories produced shoes in the second half of 1952. To the extent that the high rate of production did not represent repletion of inventories, it was "borrowed" from future production. It therefore represented the kind of peak which almost inevitably is followed by a valley. It was accompanied by sharp rises in the cost of materials. This in turn placed the entire industry under the microscope of government scrutiny and threatened to bring back price controls at all levels.

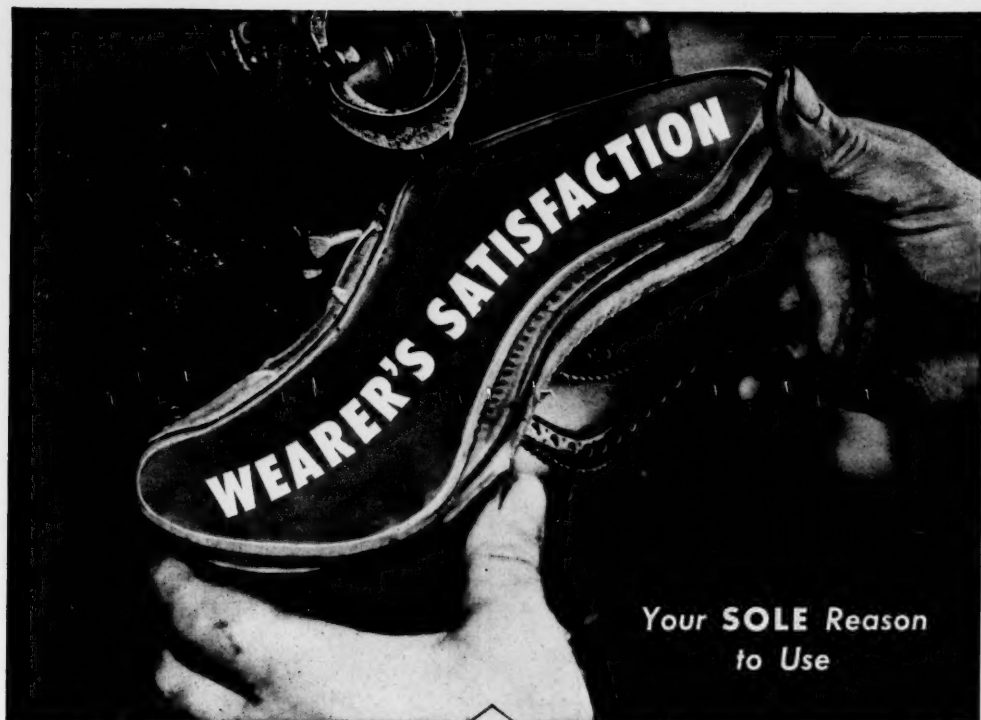
Fortunately, the advance buying by retailers served at least one valuable purpose in engendering resistance to later increases and obviating the need for retailers, manufacturers and tanners to support fully the crest price levels.

While even the "big" retailers have paid some increases for shoes, notably men's calfskin footwear, they intend to absorb the resultant loss in margin because they regard current costs as impermanent.

Earlier buying by retailers for next spring also will enable the maintenance of retail prices at current fall levels. This means that the exceptional values in shoes offered in popular price shoes this past fall can largely be maintained through Easter selling. Major price points again will be \$5 and \$6 in women's novelty shoes, \$3 and \$4 in flats, \$8 in men's dress shoes and \$3 and \$4 in juvenile footwear.

There is no reason at this time to revise our earlier estimates of retail sales in the first four months. On a store-to-store basis, this branch of the industry plans for at least a break-even with 1952 and perhaps an increase of as much as five percent in dollars. Since average retail price per pair will continue about the same as currently, which means slightly under that obtained in the early part of 1952, stores should show pairage gains of about seven to eight percent.

We believe it is important for retailers and manufacturers to view price movements of materials markets in greater perspective than they have so far. To achieve this perspective, it might be well to recognize the great competitive struggle in progress between leather and other materials. While price alone will not determine the victor, the influence of price in this struggle cannot be discounted. There seems to occur a marked movement toward leather and then away from leather as the prices of competitive materials approach and then move apart.



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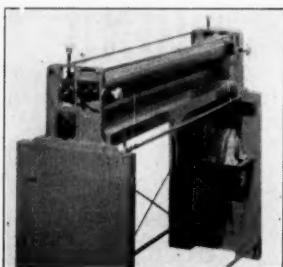
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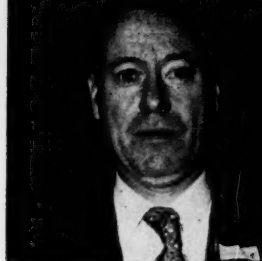
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National Hide Association

John K. Minnoch
Executive Director



A FEW things in the 1953 hide "horoscope" stand a pretty fair chance of coming to pass. And here they are:

(1) Cattle slaughter is almost certain to reach an all-time high, barring any unforeseen draughts. By January 1, 1953, cattle on farms is expected to approximate 93 million head, as compared to 88 million at the start of the current year, and 77 million in January, 1949. In the five months (June-October) Federal Inspected Slaughter of cattle was 5,625,000, an increase of 17.5 percent over the first five months of 1952; calf slaughter was 2,446,000, an increase of 22 percent, and sheep slaughter was 5,389,000, a gain of 12.7 percent. Supplies should be more abundant as the season gets deeper and the kill increases.

(2) As for demand, that picture is somewhat cloudy at the moment. However, if hides and skins become more abundant, there is good reason to believe that rawstock will be priced right for the tanner. Just as supply and demand go hand-in-hand, so do price and supply, but they must not be separated from demand. That, too, helps regulate the price. In short, for rawstock prices to be right for the tanner, there must be some demand for leather and favorable sources of supply. All three are in sight.

(3) Calf and kip will probably be in a tight position for some time to come. There is a definite shortage of both.

(4) While our domestic market has eased to some extent, the world market hasn't. There is still demand for rawstock in many corners of the earth. Japan and the United Kingdom are not the least of these, with Continental Europe occasionally making a bid for supplies in this country and the Argentine. Our own tanners were surprised a while back to discover that rawstock supplies weren't available anywhere near the proportion to the demands of U. S. buyers. All they could purchase was limited quantities. This situation could change, but right now it continues to prevail.

Such shoe centers as Boston, St. Louis, etc., may find themselves with new competition on their hands now that the Pacific Coast is tub-thumping for shoe factories. It feels it has plenty to offer with a ready-made market on hand. One of the strongest proponents of this idea is E. Floyd Forbes, San Francisco, President of the Western States Meat Packers Association. He declares the West Coast offers a potential market for 50 million pairs of shoes annually. In support of his contention, he asserts the Pacific Coast produces 15 percent of the nation's hide and skin supply, most of which is shipped raw to the East and then shipped back in the form of manufactured products. Considerable could be saved in freight charges if footwear was made on the West Coast in greater volume.

The National Hide Association is in the best position it has ever been in. Several leading firms in the industry have affiliated with NHA during the past few months. During 1953 the association plans a concentrated membership drive.



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THE shoe and leather industry's age-old theory that feast always follows famine was never better illustrated than by the year 1952. At the beginning of this year, when everyone was looking for the bottom of the barrel which had fallen out and disappeared, almost no one would have guessed that the shoe industry would better the 500-million-pair mark and that tanners would again be wearing smiles.

The previous year, 1951, had been a lesson of glut and suffer. As the industry moved into 1952, the glut and suffering still prevailed. Retailers, manufacturers and tanners were hardly on speaking terms. Nobody wanted anything from anybody except on a hand-to-mouth basis. The glut had continued for nine months of 1951, and it looked fat enough to continue through a good part of 1952. Glum was the word that typified the whole situation.

Then in walked the boss, the consumer. In 1951, immediately after Easter, the boss had suddenly walked out on shoe business as well as most other businesses. The boss turned in disgust on the crazy-high prices and shoddy goods being palmed off on him. Business had run away with prices. It figured it could run away with the boss, too. Well, it couldn't and didn't. The boss refused to buy any more.

Prices dribbled down month after month, and still no response from the boss. Right into the early months of 1952 prices continued to be nibbled away at until they were down to

where the bone was showing. Nevertheless, Easter proved a disappointment. Shoe retailers, right back through the manufacturers, tanners and suppliers, girded themselves for another year of famine.

Not only had prices been trimmed to barest minimums, but inventories were anemic. Nobody showed any enthusiasm about nourishing them.

In Came the Boss

Then wham—it came. About April-May. The boss started coming into the stores wanting, strangely, to buy and to buy in a wholesome manner. But retailers didn't have the stock—only skeletal inventories. At first they thought the rising wave of customers was a mere flash-in-the-pan. They held fast, playing it cautious, still remembering those glutted stocks and inventory losses of months past.

But the boss was persistent in his efforts to buy. It was soon evident that he was serious in his intent. He has the cash and he needed and wanted the goods.

Retailers finally believed him. And all together they rushed to market. Shoe manufacturers shook their heads unbelievably. And tanners in their turn likewise. Everybody rushed to market to buy the stuff to make the goods and fill orders. It was impossible for producers of leathers or shoes to meet deliveries on such short order. Countless retailers were disappointed with late fall deliveries. But there was no pinning any blame anywhere. Nobody had been prepared.

Month after month the tide rose. Each month was surpassing even the generous estimates of shoe and leather output made earlier. Each month, beginning about June, shoe production was showing whopping gains of 5 to 25 percent above the corresponding month of 1951.

Now, there was one miraculous thing through all this turmoil. Prices held their ground—low ground. Chief reason for this was the heavy accumulation of inventories—or the availability of raw or finished materials—with which to make finished goods. Supply was ample for demand. Moreover, still fresh in everyone's mind was the runaway market of some 13-24 months earlier—and the damage done by it. Psychologically the industry was delicately conscious of the need to steer clear of speculative forces that could kill this rising boom as it had the last one. Sanity was in the market place. There were spots of creeping inflation, of course, but they were successfully fought off.

Fall business at the retail level proved wholesome and gratifying. Retailers had regained a liquid cash position. This, backed up by a sound optimism for the months ahead, intensified the buying mood. When the National Shoe Fair opened in Chicago in late October, manufacturers went to the show substantially booked ahead. Many were amazed to see the continued buying action at the Fair. Several things inspired this mood and action.

(Concluded on Page 112)

Ohio Calf

CHERRY RED

#533



RED CROSS SHOES

THE UNITED STATES SHOE CORPORATION
CINCINNATI 7, OHIO



Quality Calf Leather

THE OHIO LEATHER COMPANY, CINCINNATI, OHIO

"LEATHER IS FASHION"



Wheels within wheels—the new head of the OPS, Joseph T. Freehill, opposed decontrol of shoe price ceilings when the Government took action several months ago. Now, his friends say, he'd like to prove he was right by slapping back the controls. That's why his first action on assuming his new office was to order a resurvey of the situation.

Freehill takes over at a good time, according to his views. Many shoe manufacturers have increased factory prices an average of four to five percent at a time when, so says OPS, there was little justification on the basis of costs. Privately, one OPS official called it "gouging." Another, in a public statement, called the increase "unjustified."

Despite Freehill's opinions, OPS faces an uphill fight in any drive to reimpose shoe controls. The break in rawstock prices, first in hides, and last week in calfskins promises to end pressure on tanners and, in turn, on shoe manufacturers. OPS is well aware that the outlook is for hide and skin prices to stabilize, possibly decline, with consequent stabilizing effect upon shoes.

It's certain that any reconrol action by OPS would involve hides and skins and leather as well as shoes. Result is Government is toying with idea of readjusting relationship between prices at all levels (see L&S, Dec. 20 issue).

OPS had agreed that any new reconrol action should freeze prices of hides and skins, leather and shoes at levels well below previous ceilings. Also, that sheep and goatskins should also be put under dollar-and-cents ceilings. These decisions in themselves would tend to slow any action. Agency would have to figure new ceilings, based on current selling prices.

Actually, the longer OPS hesitates, more unlikely is reconrol. When new administration takes over in Jan., OPS will undoubtedly get a "hold everything" order. Agency apparently raising all this current fuss to prove its need to Eisenhower. New president does not favor controls in any form unless vitally needed—and situation is far from critical now. Those close to industry realize the whole fuss is merely tempest in teapot—that it will be a long time before any real inflation takes place in shoes.

Hope for killing of excise tax on leather goods rises again. Dormant since outbreak of Korean war, the "kill-the-excise" movement is showing new signs of life. Excise was on brink of reduction just as war broke out. Now, with "cut taxes" feeling popular again, industry may be able to eliminate at least part of annoying burden.

Representative John D. Dingell of Michigan, No. 2 ranking Democrat in House tax-writing ways and means committee, has promised to introduce legislation in Jan. calling for complete elimination of 20% tax. Dingell measure is certain to come under close scrutiny. It will roll back scores of excises to 1939 levels, eliminate many others.

This year has proved memorable one for handbag industry. National Credit Office, Inc., has revealed that downtrend in handbag sales, snowballing since 1947, was first halted in 1951, reversed in 1952. Last year, sales were slightly above the \$120 million reported in 1950. This year, they promise to be even higher despite lower prices.

However, profits of handbag manufacturers have continued to drop. In 1951, they were below 1950, due mainly to increased taxes. In 1952, they may be even less, percentage-wise. However, increased business has been good for industry, witness reduction of failures—from 29 in 1950 to nine last year. Fall sales this year have exceeded those of 1951. More important, survey reports that "all indications point to continued good business in the spring of 1953."

Army has announced new type combat mitten to be tested in Korea this winter. Mitten still in experimental stage and won't be adopted for standard issue until worth is proved under actual combat conditions.

New coldbar (so-called) mitten insert is made of same kind of unicellular modified vinyl plastic sponge as used in coldbar uniform. Insert is molded in one piece, including cuff, compartment for thumb, another for forefinger, and still another for three fingers. It is worn inside an outer covering which has leather palm and water resistant back of duck material.

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OPS STILL EYES SHOE RECONTROL

HIDE PRICE BREAK FAILS TO CONVINCE

New Agency Head May Force Action

The Office of Price Stabilization, unconvinced by recent breaks in rawstock prices, is still dangerously close to reimposing price controls on shoes and possibly hides and skins and leather. LEATHER AND SHOES learned this week.

Despite definite weakening of packer hides prices since early Dec. and the precipitous decline of 5 to 10 cents a foot in selling prices of calfskins on Thursday, Dec. 18, Government price officials are reported seriously considering adoption of a new set of controls on shoes.

The OPS explained its apparent stubbornness as follows: First, it pointed out that the spectacular drop in calfskin prices, which took the entire industry by surprise, did not affect the overall situation to any degree. Calf leather, the agency declared, is used only on 10-15 percent of the nation's shoes and consequently will not affect prices of volume shoes.

Final Test

As for the easing of hide prices, the agency said the final test here would be the effect upon shoe prices. If the latter showed appreciable increases, OPS was prepared to recontrol shoes alone, by-passing both rawstock and leathers.

Industry sources, puzzled as the Government's continued determination to recontrol prices in a market that gave promise of stabilizing at its strongest, more possibly declining over the long run, were at a loss to explain the growing furor.

However, sources close to Joseph T. Freehill, new head of OPS, had an explanation that may hit close to the truth. Freehill, they pointed out, was opposed to decontrol of shoes from the first moment it was considered.

The recent action of many shoe manufacturers in announced factory price increases on spring lines has given Freehill just the excuse he needs. Now he is claiming that he was right about the situation from the start. One of his first actions

after taking over office was to order a survey of shoe prices.

However, even Freehill is aware of the many difficulties OPS would face in reinstituting shoe price controls. Recontrol of shoe prices alone would only be skirting the issue, since the action would have little meaning unless it were extended throughout both leather and hides and skins. With rawstock definitely on the decline, at least for several weeks, OPS would have a hard time explaining away any action here.

The agency is still trying to work out a new listing of prices but has not progressed very far as yet. Officials agree that new ceilings should be well below earlier ceilings. Also, they favor putting goat and sheep skins on a dollar-and-cents basis.

The betting in Washington is that, even if OPS should step in with a rash recontrol action tomorrow, it would be nullified quickly by the new administration when it takes over. For this reason, industry leaders are not too disturbed by the tempest at OPS.

MASSACHUSETTS SHOE PACT STILL UNSETTLED

Final Meeting With Mediator On December 29

Representatives of United Shoe Workers of America, CIO, and Massachusetts shoe manufacturers were scheduled to meet with a state mediator on Monday, Dec. 29, in a last attempt to reach agreement on the 1952 contract.

"Slight progress" was reported in an earlier meeting with a mediator, according to Angelo Georgian, union regional director. However, the meeting was adjourned with both sides still far apart in their views.

Georgian said the union has reduced its demands for a wage increase from 15 to 10 percent and has dropped entirely its demand for two additional paid holidays. The CIO is also seeking a second week's paid vacation for the close to 12,000 workers it represents in some 60 Massachusetts plants.

Members of union locals in Haverhill, Boston, Lynn, Salem, Chelsea and other shoe centers have already voted to strike if agreement is not reached by midnight, Dec. 31, when the existing contract expires.

Neither management nor union officials would commit themselves on the question of a strike although both sides pointed out that last minute negotiations had resulted in agreements over recent years.

REED HUMS AGAIN

Production has been resumed at the E. P. Reed & Co. shoe manufacturing plant here which changed hands recently.

David R. Schlossman of Rochester and Ralph M. Abrams, president of Palizzio of Manhattan, head new owners of the firm. Initial output of the plant will be 1,200 pairs of shoes a day, said Schlossman.

The company is reported to have a backlog of unfilled orders for 50,000 pairs of shoes. Caught in a financial squeeze which led to its sale, the company had been virtually shut down in recent months. Normally it employs more than 400 workers.

The new owners said the same line of shoes formerly sponsored by the Reed company would be continued. The company name will remain unchanged.

Season's Greetings

To Every Reader
of
LEATHER AND SHOES

From the Staff:

Elmer J. Rumpf
William A. Rossi
Frederick G. Moynahan
Cardwell E. Belding
Irving B. Roberts
George Dunning
Rosalie Marzbanian
L. C. Bedford
James V. Malone
Leroy P. Rumpf
David Muggeridge
Al Hadland
Phyllis Lucas
Dorothy Novak
Joyce Gosian

MILITARY SHOE ORDERS DOWN IN FISCAL 1952

Army Bought 7,000,000 Pairs By July

The Department of the Army, biggest of military buyers, reports expenditures of about \$59 million for shoes, including rubber footwear and leather goods (mostly gloves) for the fiscal year ended July 1, 1952.

1. An outlay of just above \$49 million for nearly seven million pairs of leather men's and women's boots and shoes.

2. A total of \$7,335,980 for about 430,000 pairs of rubber boots and overshoes.

3. An expenditure of \$5,327,955 for a total of 2,949,447 pairs of leather gloves.

4. An outlay of \$61,000 for leather pouches and officers' belts.

Shoes, women's, white, 14,304 pairs, \$63,653.

Shoes, women's, tan, 10,008 pairs, \$42,934.

Shoes, service, russet, composition sole, 312,024 pairs, \$2,040,991.

Shoes, low, tan, 2,181,108 pairs, \$10,654,444.

Shoes, field, composition sole, 2,400 pairs, \$13,800.

Shoes, safety toe, 74 pairs, \$518.

Boots, service, composition sole, 2,688 pairs, \$21,450.

Boots, combat, russet, 2,549,023 pairs, \$23,340,030.

Boots, russet, reserve stocks, 1,803,000 pairs, \$12,014,250.

Boots, combat, 111,996 pairs, \$894,628.

Also, rubber footwear as follows:

Boots, rubber, hip, 780 pairs, \$4,914.

Boots, combat, rubber insulated, 400,120 pairs, \$7,226,316.

Overshoes, rubber, low, 3,144 pairs, \$4,402.

Overshoes, high, 28,008 pairs, \$104,750.

Gloves, leather, heavy, 1,127,100 pairs, \$1,738,278.

Gloves, leather, welding, 15,032 pairs, \$21,716.

Gloves, shell leather, 1,745,015 pairs, \$3,495,725.

Gloves, cotton, leather pads, 35,000 pairs, \$27,000.

Gloves, leather, 27,300 pairs, \$45,236.

Officers' leather belts, \$3,366.

Pouches, leather, 14,592, \$23,996.

Pouches, first aid, 21,805, \$34,258.

The Marine Corps reports expenditures of \$3,412,587 for footwear during the fiscal year that ended last

June 30. In addition, it reports expenditures of \$1,056,543 for leather gloves.

The Navy spent \$10,384,752 for shoes during fiscal 1952, and about another million for black, wool-lined, leather gloves. It also bought other leather goods, a spokesman said. Here's the list:

Men's shoes, low, black, 1,653,251 pairs, \$7,195,247.

Men's shoes, low, brown, 140,118 pairs, \$671,082.

Men's shoes, general purpose, 504,976 pairs, \$2,265,629.

Men's shoes, field type, 44,000 pairs, \$192,618.

Women's oxford shoes, 9,100 pairs, \$36,764.

Women's black pumps, 2,816 pairs, \$12,812.

Women's pumps, 2,000, \$10,600.

Gloves, black, wool-lined, leather, 400,092 pairs, \$995,154.

The Air Force spent about \$45,000 for leather shoes and leathers during fiscal 1952, a spokesman said. Here's the list:

Women's, low quarter shoes, 3,948 pairs, \$15,600.

Leather, sole strip, 50,000 pounds, \$29,750.

NLRB Rules For And Against Shoe Firm

Washington Shoe Manufacturing Corp., Washington, Mo., won part of a case and lost another in an action before a trial examiner of the National Labor Relations Board.

The findings of the examiner, Sydney S. Asher, Jr., now go to the full board for a final decision. Both the Boot and Shoe Workers Union, AFL, and the CIO United Shoe Workers are involved in the case.

Asher recommended dismissal of a complaint charging the company discriminated against an employee, Guy F. Sullentrup, for CIO union activity.

Asher found the company did discriminate against Clyde Cecil Isgrig and Avery Cahill for AFL union activity. He recommended Isgrig be made whole for loss of pay, but, after company officials accused Cahill of "dishonest" action, the examiner failed to recommend reinstatement or back pay for him.

The company, a subsidiary of Deb Shoe Co., Inc., Washington, Mo., produces women's specialty shoes and has been incorporated since Dec. 18, 1950.

FAMOUS, FOURSOME'S FEET FITTED



Little Betty Manning, smallest and only feminine member of the famed Manning quadruplets of South Weymouth, Mass., is fitted to her first of Buntees Hand-Lasted Moccasins while brothers Robert, Richard and John Joseph, Jr., look on. Fitting Betty is Dorothy Francis Potvin, R.N., director of R. J. Potvin Shoe Co.'s Child Foot Research Dept. The firm has arranged to make a three-year case study of the foursome's feet. Potvin will supply the "Quads" moccasins over the three-year period and keep records of their foot development during this time.

Schmerer Hide Orders Made In Good Faith

The news item which appeared in these columns on Dec. 20 may have created the erroneous impression that Leonard Schmerer and his two New York firms, Leonard Schmerer & Co. and Sherman International Ltd., wilfully violated Office of International Trade export regulations in selling hides and skins to Japanese sources.

The Schmerer company has entered a consent decree to OIT charges, admitting in effect that it did *technically* violate export regulations in early 1951. Schmerer was

also charged with obtaining export licenses (to fill Japanese hide and skin orders) by using the names of other hide and skin firms. The other firms, by arrangement, would then fill the orders originally obtained by Schmerer.

Actually, all arrangements were made with full knowledge of officials of other hide and skins firms. The Schmerer company had the original hide and skin orders and held credits for the majority. Its action in arranging for other firms to fill some of these orders was done in a mistaken belief as to the propriety of the action.

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A. F. SCHROEDER, JR. HEADS ATLAS REFINERY

Arthur F. Schroeder, Jr., was elected president of Atlas Refinery, Inc., Newark producer of tanning and leather oils, at a meeting of the board of directors on Dec. 19. He succeeds Mrs. Leslie E. Schroeder, who has resigned as president and



director following sale of her capital stock in the corporation.

Edward A. Schroeder, Jr., president of J. F. Schroeder Hairfelt Co. of Newark, was elected a director.

The new president of Atlas, now approximately 90 percent owner, has been associated with the firm since the death of his father in 1947. He has held the office of executive vice president since the death of his uncle, Leslie E. Schroeder, in 1948.

Atlas Refinery was founded in 1880 and incorporated in 1897 by Frederick Schroeder, grandfather of the newly-elected president. For three generations, the firm has been identified with the tanning industry. It also produces animal oils for many other industries.

Offices and plant are located at 142 Lockwood St., Newark, with sales offices in Chicago and Milwaukee.

NOVEL LEATHER SHOW

A novel demonstration of the "breathing" qualities of leather was given recently at the British Shoe and Leather Fair, held Nov. 17-21 in London. The display was prepared by the Leather Publicity Council, the English counterpart of the Leather Industries of America Inc.

A glass casing was divided by a strip of leather stretched completely across it. On one side was a lighted candle, on the other an air blower. When the blower was turned on the candle's flame flickered noticeably, underlining the contention that leather "breathes."

OCTOBER SHOE OUTPUT 19% ABOVE LAST YEAR

Women's Total Shows Gain Of 4 Million

Production of shoes and slippers in Oct. totaled 46,341,000 pairs, an increase of close to eight million pairs or 19 percent over the 38,783,000 pairs produced in Oct. a year ago. Oct. 1952 output was five percent above the 37,842,000 pairs reported in Sept. 1952, the Census Bureau of the Commerce Department reports.

Women's shoes, sandals and playshoes showed one of the largest increases for the month, totaling 19,446,000 pairs, almost four million pairs or 24 percent over the 15,713,000 pairs reported in Oct. 1951. Oct. 1952 women's output was approximately level with the 19,419,000 pairs produced in Sept. 1952.

Similar increases were reported in all other shoe categories. Men's output totaled 9,339,000 pairs or seven percent above the 8,755,000 pairs produced in both Oct. 1951 and Sept. 1952. Youths' and boys' shoes were up 30 percent over last Oct.; misses' up 30 percent; children's, 27 percent; infants', 18 percent and babies', up 12 percent.

Output of slippers for housewear amounted to 6,442,000 pairs, 19 percent above the 5,395,000 pairs reported last Oct. and 14 percent above the 5,638,000 pairs produced in Sept. 1952.

Footwear shipments in Oct. totaled 47 million pairs, valued at \$167 million, an average value of \$3.58 per pair shipped. Average value in Sept. was \$3.65 while in Oct. 1951, it was \$3.78.

Loewengarts Visit European Markets

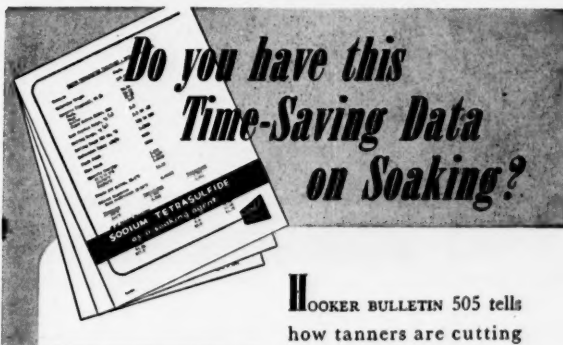
Arthur and Richard Loewengart of Loewengart and Co., New York tanner, have departed for Europe on a survey of leather and raw material markets. Purpose of the visit is to coordinate future delivery and production schedules and increase the company's purchasing and sales efficiency in various countries.

The itinerary will also include the Near and Far East, with visits to Loewengart representatives in England, France, Italy, Holland, Belgium, Sweden, Switzerland, Spain, Israel, India and Pakistan. Both Loewengarts will return to the U. S. in Feb.

The company has announced the appointment of Seymour Nesbit of Nesbit Hide and Leather Co., Los Angeles, Cal., as West Coast agent.

SHOE PRODUCTION ANALYZED

	Production (thousands of pairs)			Percent change October 1952 compared with	
	October 1952	September 1952	October 1951	September 1952	October 1951
Kind of footwear					
Shoes and slippers, total	46,341	44,100	38,783	+5	+19
Shoes, sandals, and playshoes	39,185	37,842	32,822	+4	+19
Men's	9,339	8,775	8,755	+6	+7
Youths' and boys'	1,709	1,826	1,319	—6	+30
Women's	19,446	19,419	15,713	+24	+24
Misses'	3,008	2,740	2,321	+10	+30
Children's	2,545	2,300	2,000	+11	+27
Infants'	1,948	1,661	1,653	+17	+18
Babies'	1,190	1,121	1,061	+6	+12
Athletic	286	264	205	+8	+40
Slippers for housewear	6,442	5,638	5,395	+14	+19
Other footwear	428	356	361	+20	+19



TANNERS REPORT SAVINGS UP TO THREE DAYS

Skins soaked only 24 hours in water at 65° to 70° F., containing 0.7% Hooker Sodium Tetrasulfide, are sufficiently softened for drumming.

Even flint dried steer hides are frequently ready to process after only 48 hours in the same strength solution.

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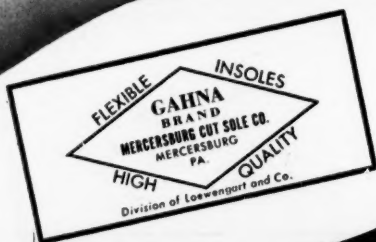
HOOKER BULLETIN 505 tells how tanners are cutting soaking time in half by using Hooker Sodium Tetrasulfide solution. It describes uses and advantages of this time-saving and money-saving new chemical. A request on your company letterhead will bring you a copy.

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Mercersburg Cut Sole Company, Inc.

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DIVISION OF LOEWENGART & COMPANY



Season's Greeting from
LLOYD LABORATORIES

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Peabody, Massachusetts

RETAILERS HIT LATE SHOE DELIVERIES

In its Nov. 29 editorial entitled "Spurt-And-Sputter Shoe Business," LEATHER AND SHOES cited poor and late ordering by retailers as one of the prime causes of late deliveries and lost sales.

Now, Nathan Hack, honorary president of the Michigan Retailers Association, writing in the Association's official publication "Footsteps," gives us a few of the retailers' gripes, all directed at the manufacturer. Here they are:

1. Under-production due to unwillingness to engage in free enterprise. Too many manufacturers wait for their production to be guaranteed by advance orders before they enter even a pair in the works. Yet they have the nerve to charge retailers with a lack of foresight. We should invest in inventories, guessing far ahead at what will go—and in what sizes, but not they!

2. Hoggishness revealed in over-selling, scrambling for more and more new accounts during boom periods in which they are unable to satisfactorily supply their established accounts. This, they seem to regard as insurance against the loss of their old accounts—and it surely insures that they will lose out on all but the most long-suffering. In other words, biting off more than they can chew.

3. Inefficient shipping, including lackadaisical stock room service and poor traffic management. When orders come in, they should be processed promptly and shipped via the fastest routing consistent with cost.

4. Stupidity at top-level which implies that retailers know nothing and that their wishes are to be disregarded as incompetent, immaterial and inconsequential. In other words, the attitude that retailers neither know what they want nor what they should want.

LEATHER CRAFT BOOK

Doris Aller, the San Francisco housewife whose versatile talent in many hand crafts has won her national recognition, has written a new book—Sunset Leather Craft Book—which contains detailed instructions for beginners and 22 projects which are expected to interest even experienced craftsmen.

Creator of many beautiful leather items, Mrs. Aller explains basic techniques and provides large patterns for use in making duplicates of the many handbags, gloves, moccasins, belts, billfolds, toys and other leather objects she herself has produced.

FREEHILL THREATENS SHOE PRICE RECONTROL

New OPS Director Orders Investigation

Shoe price controls will be reinstituted "without delay" if retail prices rise appreciably, Joseph H. Freehill, newly-appointed director of the Office of Price Stabilization, stated late last week.

In a press statement, Freehill reported he has launched a full-scale investigation of current retail shoe prices. Results of this investigation will be used in determining OPS action.

The question of recontrol arose again after several weeks of indecision by former OPS director Tighe Woods. Woods had threatened recontrol if he found "appreciable rises" in selling prices but the matter appeared to have died when the hide market softened three weeks ago.

Speaking on OPS plans, Freehill said . . . "we have received some reports of price increases for shoes, particularly children's shoes, since the ceilings were suspended this fall.

"I have asked our staff to investigate these shoe price increases.

"If this investigation shows shoe prices are rising appreciably, controls will be reimposed without delay."

However, observers read a "hands-off" attitude into Freehill's statement. They pointed to the recent stabilization of hide prices as bound to have a dampening effect upon any planned price increases.

MAINE SHOEMEN DISCUSS WAGE BOOST

Members of the Auburn Shoe Manufacturers Association, which represents shoe manufacturers in the Auburn-Lewiston, Me., area, will meet on Monday, Dec. 29, to discuss a wage increase sought by shoe workers in their plants.

The workers, represented by the Lewiston-Auburn Shoeneworkers' Protective Association, have asked for a cost-of-living wage boost and other benefits, according to Marke H. Burke, secretary-treasurer of the union.

The union represents some 3,500 workers employed in 15 plants. Although the current contract does not expire until Aug. 1953, the union invoked a wage reopening clause.

Burke said the last pay increase given Lewiston-Auburn shoe workers took place in Dec. 1950.



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H. A. Batchelder, Milwaukee, Wis.
Norman Nelson, St. Paul, Minn.
Robert M. Lindgren, Harrisburg, Pa.

Joseph W. Hall, Inc., Rochester, N. Y.
A. J. & J. R. Cook Inc.,
Los Angeles and San Francisco, Cal.
Irving Fife, New York

MILITARY BIDS AND AWARDS

Leather Items

January 9, 1953—TAP-30-352-53-96—Four leather items for the Medical Supply Depot in St. Louis, Mo. Deliveries must be completed by April 30 and May 29. Opening, New York, 11 a.m.

Various Leathers

January 9, 1953—TAP-30-352-53-95, covering invitation to bid on 8,103 parts various leathers. Bids

opened in New York at 11 a.m. with delivery to various destinations between Feb. 28 to March 31, 1953. For the armed forces.

Gloves

January 15, 1953—TAP-30-352-53-54—8,190 prs. gloves, electrical workers, 5,000 volt; vulcanized rubber or rubber compound, seamless, curved finger style; approximate over-all length 14"; delivery to fifteen different destinations must be completed not later than May 15, 1953; opening: New York, 2 p.m.; this procurement for the United States Navy.

Gloves

January 16, 1953—TAP-30-352-53-NEG-47—32,000 prs. gloves, protective, impermeable M-3 (rubber); 100 percent export pack. FOB destination—Columbus General Depot, Columbus, O.; delivery at the rate of 6,400 ea. during May, June, July, August and September, 1953; this invitation will be negotiated by ASTAPA—purchasing agent, Miss Gertrude Schneiderman; contracting officer, Capt. Raymond Wool; negotiation session, New York QM Purchasing Office, 111 East 16th Street; 2 p.m. in the afternoon; this procurement is for small business concerns.

AWARD BOOTS

The Hood Rubber Company, Waretown, Mass., was the only bidder at the opening of ASTAPA Invitation TAP-30-352-53-44, offering to supply the total quantity, 1,795 prs. firemen's rubber boots. Prices quoted ranged from \$10.08 per pr. to \$10.98 per pr. depending on the thirteen destinations specified by the Navy, for whom the procurement was being sought. Hood offered no discount and specified a 60 days acceptance time.

BRISTOL WINS ORDER

There was only one bidder at the opening of ASTAPA invitation TAP 30-352-53-37—65 satchel-type money bags for three destinations: Bayonne, N. J.; Philadelphia, Pa.; and Norfolk, Va. The lone manufacturer who responded to the call was Bristol Manufacturing Co., Boston, Mass., which offered to supply total quantity at \$21.43 ea.; 60 days acceptance, net.

Wage Hike For Billig Shoe Workers

Hourly pay increases of three to six cents and adjustments in various piece work rates are provided for in a new one-year contract, retroactive to Dec. 1, negotiated between Billig Shoe Co., Peckville, and Local 13164, District 50, United Mine Workers of America, it was announced by Regional Director Joseph Verbin. The pact covers about 400.

Employees with one to three years' service get three cents hourly advances; three to five years, five cents, and over five years, six cents, according to District 50 Field Representative Alfred Cherney.



IN SHOW BUSINESS AS IN SHOE BUSINESS GOOD BACKING PAYS OFF

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Person to Person

• **C. S. Herr** has been appointed vice president in charge of woods operations by Brown Co., manufacturer of innersoles and other products in Berlin, N. H.

• **Angelo G. Georgian**, Massachusetts territorial representative for United Shoe Workers of America, CIO, was re-elected to the CIO State Executive Board at a recent meeting in Boston. He has been named chairman of the finance committee. **Lorenzo S. Bergeron**, manager-treasurer of the union in Massachusetts, was named to the constitutional committee.

• **William H. Rogers** has resigned as superintendent of Snyders Shoe Co., Chaffee, Mo., maker of women's Slip-lasted casuals. No successor has been named as yet, according to Lee Snyders, president of the firm.

• **Louis De Masi** of Beleganti, Inc., Brooklyn women's shoe manufacturer, has been named making room foreman. He has been with the firm for the past eight years.

• **Lucian D. French** has been elected president of Charles Cushman Shoe Co. of Auburn, Me. **E. Farrington Abbott, Jr.**, was named treasurer. French was formerly buyer and assistant to the president.

• **Leonard Partow** has joined Regal Shoe Co., Whitman, Mass., as director of the firm's leased department division. He succeeds Ed Caffrey, who has resigned from the firm. Regal is reported as planning to add another 100 departments over the country within the next two years.

• **Joseph Skolnick** is now stitching room foreman at Myrna Shoe Co. in Manchester, N. H. He was formerly with Derman Shoe Co. of Milford, Mass.

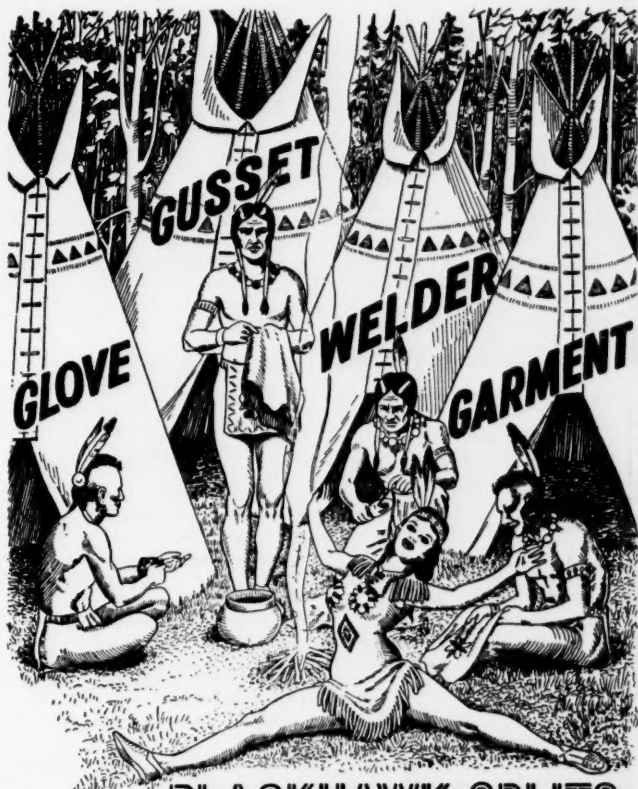
• **Harold Garfield** has been named purchasing agent for Breed Sandal of Lynn, Mass.

• **Louis Milender** has opened the Loumis Leather Co. at 95 South St., Boston, where he will engage in the distribution of a complete range of Elk and smooth side leathers.

• **Hy Rabkin** of Bon Tell Footwear Corp., New York, has been elected president of the New York Association of Younger Shoemen. He succeeds Maury Delman of Delman, Inc.

William Burroughs of Berns Shoe Co. was elected vice president. Vincent Guida of Guida Wood Heel Co. was re-elected treasurer, Kenneth Holmes of United Last Co. was re-elected secretary and John Marino of John Marino & Son, Inc., assistant treasurer.

• **L. E. Langston, Jr.**, has been elected vice president of Volk Bros., Dallas retailer. He has been with the company since 1936. He is the son of Lee Langston, executive vice president of the National Shoe Retailers Association.



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HOLIDAY SEASON SLOWS SALES ON NATION'S LEATHER MARKETS

Tanners Sold-Up, Shoemen Bought-Up As End Of Year Approaches

NEW YORK MARKETS

Upper Leather: Not much done the past week and it appears that the trading will be slow right through until the end of the year. Shoe manufacturers have done plenty of buying the past few months and the main cry now is for delivery of leather already bought. Though most tanners admit to little new business they all are very busy making deliveries on orders taken in the past.

Price lists on elk, large spread, generally 43-45c and down but it is generally conceded that tanners will shade these prices. In fact, it is openly admitted that prices are 1 to 2 cents off now.

In calfskins, new business also slow. Women's weight suede about 95c to \$1.00 down and on smooth about 85c to 90c down. Demand for kid leather also off.

Reptile Leathers: Tanners have enjoyed a good business in snake skins the last few months and prices have been firm but now trading has slowed down. Tanners now putting their sights on the fall business with its usual demand for alligator and alligator lizards.

Sole Leather: Business is slow here but most tanners are very well sold ahead and not inclined to worry

about the lack of orders. The 10 iron and bends still quoted at 56c and the 9/10 iron at 58c, with most tanners holding firm at that range. Some have been able to buy at a few cents less.

Bellies, cows and steers remain at 26c. Double rough shoulders also firm at about 54c for tannery run. One large tanner advanced his price to 56c and is firm because of his well sold up position. Men's waist belt double shoulders at 59c to 61c as to tanner.

Sole Fair

Boston sole leather tanners still do a little business in fair volume, considering time of year. Christmas and New Year commonly bring slow-down, particularly since most shoe manufacturers have already filled initial spring leather requirements. Yet, a little leather is sold here and there at unchanged prices.

Bends sell as follows: 10 iron and up around 55c and down, 9/10 irons 58-59c and below, medium bends 63c and down, and lightweights 70-72c and down. No indication of further changes until New Year.

Sole leather tanners of Philadelphia find business continues quite active. Findings remain extremely slow but everything else still in good demand. Tanners quote no price changes.

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	83-1.09	85-1.05	75-93	1.18-1.35
CALF (Women's)	75-1.00	80-95	60-89	1.15-1.30
CALF SUEDE	80-1.05	85-1.05	80-1.00	1.30-1.40
KID (Black Glazed)	75-90	75-90	70-1.05	80-1.25
KID SUEDE	80-96	80-96	70-95	70-1.02
PATENT (Extreme)	56-60	54-58	55-80	70-86
SHEEP (Russet Linings)	18-32	17-28	16-30	20-35
KIPS (Combination)	55-58	50-56	54-58
EXTREMES (Combination)	54-56	52-56	50-54
WORK ELK (Corrected)	38-44	36-44	44-46	68-73
SOLE (Light Bends)	68-72	68-70	72-75	1.02-1.08
BELLIES	24-25	23-25	25-28	64-68
SHOULDERS (Dble. Rgh.)	50-55	50-53	56-62	93-1.02
SPLITS (Lt. Suede)	34-38	34-37	36-38	40-45
SPLITS (Finished Linings)	24-26	21-23	15-20	26-30
SPLITS (Gussets)	18-20	16-18	21-26
WELTING (1/2 x 1/4)	7 3/4	7 1/2	12 1/2	13 1/2
LIGHT NATIVE COWS	17 1/2-18	18	23 1/2-25	41

All prices quoted are the range on best selection of standard tannages using quality rawstock.

Sole Offal Quiet

Not too much doing here, say Boston sole leather offal tanners and dealers. Steer bellies bring best sales as usual with both steers and cows bringing about 25c on average. Single shoulders with heads off still quoted around 47c for lights; heavies unwanted.

Double rough shoulders hold fairly well at 52c and below for tannery run lightweights. Waist belt stock a few cents higher. Fore shanks 15c and below, hind shanks 17c. Heads at 16-17c.

Calif Marks Time

The break in calfskin prices—from 7½-10c per foot—has had little effect, if any, upon finished leather market. Boston calf tanners point out that a price decline a month or so ago would have meant sharp drop in finished leather prices. Now, it has only nominal significance.

Most calf tanners are sold ahead through Jan. and into Feb., can offer delivery only in four to six weeks. On this basis, they will sell light leather about 5c below previous lists, heavy about 2c down. But shoe manufacturers have already bought most of their leather for spring, prefer to wait developments before considering reorders.

New lists are not out but on above basis best women's weights can be bought at 92c and down, with wanted grades at 85c and down to 70c. Men's weights around \$1.09 for better grades, 93c and down for more popular. Suede about \$1.05 and down.

Sides Slack

Not much business doing here. Holiday plus fact most shoemen have filled spring leather needs keeps demand down. Prices are fairly stable, mainly because not enough business is passing. Tanners just as happy, working on old orders, waiting to see New Year's developments.

Price lists generally at 53c and down for combination-tanned extremes, HM weight; M weights at 52c and below. Vegetable-tanned extremes also at 53c and below. Combination-tanned kip sides bring 58c and below for HM weights. Chrome-tanned listed at 60c and below for HM. Work shoe elk 42-44c.

Splits Slack

The month of Dec. is generally a quiet one for split leather and this one is no exception. Split suedes considerably slower than they have been over year. For this reason, prices somewhat more flexible than they have been.

Heavy suede splits listed at 44c and below; both black and colors. Lightweights still listed at 38c and below. With most leather already sold for spring, tanners have not much left to offer for quick delivery. Linings listed between 20-30c; interest in mid-20's. Gussets at 17-19c.

Sheep Moderate

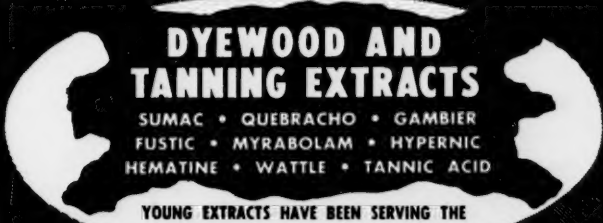
Despite end-of-year, Boston sheep tanners report they are working on some fairly good orders for first of year. The rawstock situation remains difficult with packers asking

up to \$15.50 for good pickle skins and tanners holding out for lower prices. Nothing much in new developments expected till Jan. but meantime prices hold up.

Russet linings do best around 24c for boots, around 21-22c for shoes. Chrome linings slow at 28c, colored vegetables the same at 26c.

Glove Leather Hopeful

This market is ending the year on a note of optimism. Late demand for gloves has been excellent and



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manufacturers have the feeling that buyers will be in the market early next year.

A modest amount of forward buying reported in the leather market. Manufacturers have made some commitments in the face of advancing raw skin prices as a hedge against a runaway market. However, it is conceded that glove prices will not be any higher than last year.

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BLACK PRINCESS CALF
CRUSHED CALF
SPORT WILLOW CALF
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ROYAL BLACK CALF
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RETAN KIPS AND SIDES
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BOSTON

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COBBLERIGHT

✓ "RIGHT" IN QUALITY
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Elk, Smooth, Alligator Grains... Sides
and Kips... in staple shades, and in
high colors.

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N. BREZNER & CO., INC.
BOSTON 11, MASS. TANNERY PENACOOK, N. H.

Men's grey suedes quoted at 36c, an advance of 2c over fall prices. Iranians up a cent on all grades. No changes in cabrettas or pigskins although present prices are firm and the tendency is up. English doeskins firm at 45c down but the demand is light.

Belting Good

Belting leather tanners of Philadelphia report generally good activity. There has been little seasonal drop and things are pretty much the same as they have been in the past several weeks. Prices also unchanged.

Curriers say that they are having the best Dec. in a number of years. Orders keep coming in fairly good quantity. Because some states have inventory taxes, some orders are for Jan. delivery. Tanners can now see they will probably have an active business all through Dec. into Jan.

Many tanners planning to close not only Christmas but the rest of the week — but there is actually enough demand so that they could easily keep open and keep busy.

AVERAGE CURRIED LEATHER PRICES			
Curried Belting	Best Select	No. 2	No. 3
Butt Bends	1.30-1.35	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.58-1.58	1.49-1.52	1.40-1.43
Centers 30"	1.36-1.52	1.34-1.46	1.29-1.30
Wide Sides	1.12-1.28	1.08-1.23	1.01-1.08
Narrow Sides	1.04-1.20	1.00-1.16	.94-1.00

Premiums to be added: Ex Light, plus 5c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

Kid Firm

Kid leather tanners of Philadelphia reported fair activity this past week. Black suede still selling to some degree although not so well as a few weeks ago. Some tanners find fair demand in white.

Glazed described by many as generally disappointing, particularly in colors. Tanners who processed colors complained that orders were for small amounts of a variety of shades. Those who had decided against going into the production of colored glazed are, on the whole, satisfied with their decision.

Black glazed quite slow also. Nothing new reported about slipper leather this past week. Linings remain just about at last week's level. Nothing new developed in crushed. Most tanners report satin mats as dead. Kid leather prices remained firm and lists printed for the past weeks still hold.

Average prices quoted:

Suede 32c-96c
Glazed 25c-92c
Linings 25c-55c
Slipper 25c-60c
Crushed 35c-75c
Satin Mats 69c-1.20

Garment Firm

Horsehide garment leather continues firm and interest at steady prices. However, fairly prompt shipment or nearby into Jan. usually is wanted but business is restricted because most tanners are well sold up and ahead into next month. Business is done primarily for Jan. delivery and some tanners finding it difficult to cope with shipping requirements.

Meanwhile, horsehide garment leather holding firm at 38c and down for good tannages and a range of 34-35c covers the average price basis. Suede sheepskin garment leather also firm, good productions bringing 32c and down with some tannages still quoted at 30c and down and ordinary volume lots around 27c. Grain finish last reported sold at 30c and down with average price at 26c for volume.

Bag, Case and Strap Same

Some additional orders for bag, case and strap leathers booked this week for Jan. delivery. Prices unchanged and generally considered steady. Manufacturers have some orders on their books calling for deliveries early next year on finished products for the Spring and Easter trade and some probably have been anticipating leather needs for Jan. in expectation of booking more orders after the turn of the year.

Case leather quoted unchanged with 2/3 ounce at 46-48c; 3/4 ounce at 48-50c; and 4/5 ounce at 50-52c. Strap leather of russet finish remains steady, Grade A of 4/5 ounce quotable at 56c, 5/6 ounce at 58c, 6/7 ounce at 60c; 7/8 ounce 62c, 8/9 ounce 64c; 9/10 ounce 67c and 10/11 ounce 70c. B grade discounted 3c from Grade A and C grade another 6c less. Colors bring premiums of 2c and glaze 3c over russet.

Work Glove Steady

Business in work glove leather on a fairly steady plane in the past few weeks with a substantial volume of orders on the books. While business was poor in the forepart of the year, there was a definite improvement in the latter part of the second quarter and, as industrial activity reached record highs, business in work glove splits made a decided comeback during the last six months.

Work glove splits in LM weight very firm with No. 1 grade quoted at 15c, No. 2 grade 14c and No. 3 grade 13c. M weight alone also firm, No. 1 grade ranging 16-17c, No. 2 grade 15-16c and No. 3 grade at 14-15c, as to sellers and lots involved.

DECLINE OF CALFSKIN PRICES SLOW SALES ON HIDE MARKETS

Weakness Evident As Tanners Apply New Price Pressure

Packer Hides Slower

Weakness which developed in light native cows and declines registered by this selection of big packer hides, as well as by big packer calfskins, tended to curb buying enthusiasm in a good many tanning quarters.

Late last week big packers sold 3,400 light native cows of Dec. take-off from the lighter average river points at 18c. Previous trading involved St. Paul light cows at 18½c.

Early this week, one of the big packers sold 5,200 more light cows from Chicago and River points at the newly established 18c level but northern points offered at that price slow to sell as some tanners dropped their ideas to 17½c. One eastern big packer sold New England light cows at 17½c.

Light cows, as previously reported, were the weakest selection on the list and very light average weight productions from southwestern points sold 1½c off at 23½c.

Rather than accept the lower price basis on River light cows, one big packer has sold some on the hide ex-

change for the Jan. 1953 option has permitted hedging operations at recent highs. Members of the hide trade point out that while these hides will be off the market temporarily, they will eventually be available for delivery to consumers or, if the futures market declines before Jan. option expires, the seller could choose to buy in the contracts and sell the hides to tanners. However, there is considerable open interest in the January contract and some operators do not rule out the possibility of a squeeze developing as shorts try to cover which would tend to keep exchange levels on a fairly firm basis.

Except for light cows, packers able to keep well sold up and even ahead into production on a number of selections. Branded steers and branded cows continue in good demand. Interest in heavy native cows spotty and supplies obtainable at latest trading levels, particularly from the grubbier river points. Some tanners inclined to either stay out of the market or name lower ideas of value.

The same situation applies to heavy native steers, tanners bidding down to 16c. Supplies not available in any large quantities but adequate for the demand. Light and ex. light native and branded steers steady with production seasonally limited.

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HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Dec. 26	Close Dec. 18	High For Week	Low For Week	Net Change
January	18.45T	18.40T	18.85	18.46	+05
April	15.80B	16.00T	16.15	15.75	-20
July	15.39B	15.60B	16.00	15.42	-21
October	15.07B	15.00B	15.70	15.29	+07
January	14.84B	15.00B			-16
April	14.62B	14.80B	14.75	14.75	-18
Total Sales: 195 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	16½	16½	17½	19	28
Light native steers	19½	19½	20	26 ½	31 ½
Ex. light native steers	21½	21½	22	28	34
Heavy native cows	16 -16½	16 -16½	17 -17½	20½-21½	29
Light native cows	17½-18	18 -19	20	24 -26½	31 -32
Heavy Texas steers	14½	14½	15	17½	25
Butt branded steers	14½	14½	15	17½	25
Light Texas steers	16½	16½	17	24	29½
Ex. light Texas steers	18½	18½	19½	26 -26½	32
Colorado steers	13	13	14	16½	24½
Branded cows	15 -15½	15 -15½	16 -16½	20½	28½-29
Native Bulls	10 -11	11	11	15½	20
Branded Bulls	9 -10	10	10	38 -40	19
Packer calfskins	45 -50	50 -55	52½	14½	65
Packer kipskins	32 -40	32 -40	31 -37	29 -35½	50

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Erie, Pa.

Independents Active

Large outside midwestern packers active, selling between 15,000 and 20,000 hides at prevailing market prices. Most are trying to maintain well sold up positions and on some selections are sold up for the remainder of this month.

Some members of the hide trade are looking for a lighter kill of cattle during the holidays as the poultry season is in full swing. Reported that eastern packers have moved moderate quantities of Dec. heavy native steers at 16½¢, butts at 14½¢ and Colorado at 13¢ in addition to New England light native cows at 17½¢.

Small Packers Easier

Declines in big packer market for light cows and calfskins promote easier undertone in small packer hide market. Many tanners have lost in lighter hides bringing around 18¢ for 40-42 lb. avg. and 17¢ for 44-46 lb. avg., flat fob, shipping points.

Offerings of 46-48 lb. avg. small packer hides at 16½¢ more difficult to sell as buyers inclined to reduce their ideas to 16¢ at which price some 48-50 lb. avg. hides were offered, selected fob, shipping points.

Heavier averages such as 60-63 lb. avg. hides offered at 15¢ finally sold

at a cent less, a few cars moving at 14¢ selected fob.

Poorest hides of the season are yet to come and most productions run heavier in average weight. Small packer bulls nominal around 9¢ selected fob. for 80-85 lb. avg. productions.

Country Hides Ease

Some easing in country hide values in keeping with declines recently registered by other productions such as big packers and small packers. Country hide production also reported on the increase in some areas.

Some movement of country allweights with moderate to small percentages of renderer hides included at 11½-12¢ for around 50 lb. avg., flat trimmed fob, shipping points. Some light hides such as 42 lb. avg. straight locker-butcher descriptions sold at 13¢ and 43-44 lb. avg. all renderer hides at 12¢ flat trimmed fob.

Country bulls remain around 7½¢ in carload lots. Some glue hides selling at 9½¢ fob.

Calf Plummet

Withdrawal of bids of 50¢ for allweights by several tanners brought about a weak undertone and two of the big four killers finally sold about 61,000 calf at 45¢ for lights and at 47½¢ for Wisconsin and 50¢ for St. Paul heavies. These prices figured about 5-10¢ off from previous peak trading levels.

Reports after this trading that buyers subsequently dropped their ideas to 45¢ for allweights. However, a third packer was able to sell about 5,000 St. Paul calf at 45¢ for lights and 50¢ for heavies, making total sales about 60,000 calf.

Latest kip trading by a fourth big packer who cleaned up Oct.-Nov.-Dec. production estimated at 17,000 at prices considered steady, northern points bringing 40¢ for kip and 35¢ for overweights while Oklahoma City production brought 37¢ for kip and 32¢ for overweights. In view of the decline in the big packer calf market, prospects for small packers realizing asking prices of 40-45¢ for allweight calf rather dim.

Small packer kip quoted in a range of 27-30¢ for allweights. Country skins quoted nominally unchanged at last reported trading levels for carload lots or 22¢ for calf and 19-19½¢ for kip fob, shipping points. Packer slunks considered nominally steady at \$2.25 for regular and 80¢ for large hairless.

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Horsehides Quiet

An occasional purchase made here and there by tanners who receive rawstock periodically from regular suppliers. Otherwise, market has been quiet and mostly unchanged.

Northern slaughterer whole hides last brought \$8.00-\$8.50 untrimmed and \$7.50-\$8.00 trimmed fob, shipping points. In regard to cut stock, fronts have been fairly firm. Regular northern fronts bringing \$5.85-\$6.00 but some choice extra large fronts brought premiums up to \$6.50 while smaller and less desirable origin fronts have, in some instances, sold at sharp discounts ranging down to as low as \$4.75. Butts, 22" and up, quoted at \$2.60-\$2.75 for regular lots.

Sheep Pelts Firmer

Big packer shearlings and clips have shown a somewhat firmer undertone as some lots have brought more money. Depending upon productions and lots sold, clips now ranged at \$2.75-\$3.00, No. 1 shearlings \$2.25-\$2.30; No. 2 shearlings \$1.50-\$1.50 and No. 3 shearlings at \$1.00-\$1.05. Some Dec. lamb pelts sold by large packers at \$4.50 per cwt. liveweight basis.

Meanwhile, full wool dry pelts holding unchanged around 30-31c fob. Pickled skins rather quiet following late sales at \$14.00 per dozen for lambs and \$15.00-\$15.50 per dozen for sheep.

Quality starting to show some seasonal deterioration with presence of cockle reported in some lots. Tanner resistance in foreign markets resulted in some easing from recent top levels.

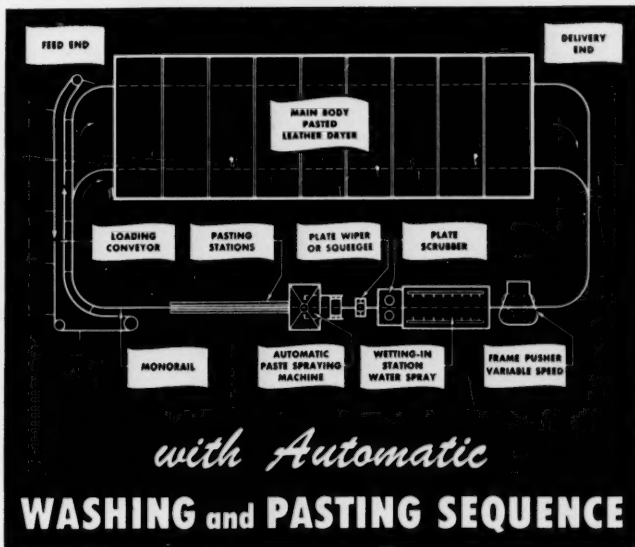
Dry Sheepskins Better

A little more business as some primary markets have reduced asking prices, particularly in the Argentine. However, although more business has been noted in Argentine pulling skins and shearlings, some buyers still claim that prices are out of line.

Difficult to confirm any follow-up sales of Argentine pulling skins following earlier trading, but it is understood there are fair-sized quantities of pelts available, with buyers and sellers still apart in their ideas of value.

At the Australian auctions, market at Melbourne for spring lambs one to two pence dearer, cross breeds, one-third wool one pence dearer and others very firm, while at Sydney, 45,000

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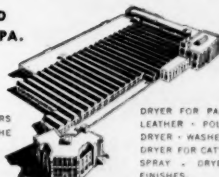
For additional information on the automatic washing and pasting sequence—or leather drying equipment—write to Proctor & Schwartz.

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offered, new season lambskins and short wool sheep unchanged, all others par to two pence lower.

Some trading developed in Argentine frigorifico shearlings with a good-sized quantity $\frac{1}{2}$ - $1\frac{1}{2}$ inch said to have been moved at around 38c per lb. c&f., while a medium-sized lot of Montevideo shearlings, $\frac{1}{4}$ - $\frac{3}{4}$ inch, went at \$1.30 per skin, c&f. Due to high asking levels, trading in Cape shearlings restricted.

Hair sheep markets continue firm with limited sales due to price differences. Mombasas going to Europe

as shippers claim they can do much better than locally. Bids of \$12 refused for Addis-ababa butcher skins as Europe said to be paying up to \$14. Cape gloves also said to be going to England. Brazil cabrettas have firmed up following late sales and with Europe operating, shippers have been refusing bids from buyers here.

Pickled Skins Mixed

Signs of easiness in the New Zealand market and latest sales at reductions. Following trading in North Island "Horotui" and "Southland"

AFFCO brand lambs at 95 shillings, business was later done in the same brands at 90 shillings and then at 89 shillings, while other business included "Westfield" lambs at 89 shillings, "Imlay" lambs at 87 shillings and "HBMC" lambs at 86 shillings with the bulk of these skins coming to the United States. Reported that England purchased small lots of "Fielding" and "Waingawa" North Island sheep at 125 shillings.

Domestic market has held fairly steady as lambs have been selling at \$14 and sheep at \$15-15.50 per dozen.

Reptiles Drag

Except for some small sales in lizards, buyers have shown little interest. At the same time, however, not many offers made as shippers are rather firm in their views and believe trading will be resumed after the first of the year.

Brazil market active with reports that several lots of back cut tejus, 10/70/20 assortment, 90/10 selection, sold at 70-72c fob, and further lots available at the same level. Giboias also active with sales at 50c fob., for prompt shipment.

India market slow and nominal. Although reports that some Madras bark-tanned whips, 4 inches up, avg. $4\frac{1}{2}$ inches, 70/30 selection, sold at 70c, most shippers' ideas are higher. Some cobras, 4 inches up, averaging $4\frac{3}{4}$ inches, 70/30 selection, sold at 48c. Good demand for lizards but few offered at the moment.

Understand spot lots of U. P. whips, 4 inches up, averaging $4\frac{1}{2}$ inches, 60/40 selection, sold at slightly below 70c. Occasional offerings of Malayan crocodiles but asking prices too high for buyers here. The same applies to ring lizards.

Deerskins Spotty

With tanners out of the market and dealers having reduced their ideas, relatively few sales could be confirmed of Brazil "jacks." Shippers show little inclination to reduce asking prices. However, some small sales under 68c fob. Not many offers received.

Other descriptions also slow as offers of New Zealands and Siam deer-skins limited. Domestic market unchanged with business passing around the going levels.



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LEATHER and SHOES

December 27, 1952

Pigskins Uncertain

A little more interest developed although buyers in Fulton County still fighting the advances being asked. However, some business developed in Peruvian grey peccaries at \$2.15 and Manaos grey peccaries at \$2.15-2.20, basis manufacturers. Not much interest in blacks.

Occasional sales noted of Paras with last reported trading in greys at \$1.55 and blacks at \$1.30 fob., basis importers. Other varieties slow due to lack of offerings.

Good demand continues for dry Chaco carpinchos and wet salted capivaras but trading restricted.

Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	\$5 1/2-9	\$5-8 1/2
Best Patnas	Nom.	Nom.
Muzafferpores	Nom.	\$6.25
Dinajpores	Nom.	\$6.95
Daccas	Nom.	Nom.
Calcutta Killis	\$9.50	\$7.45
Coconadas (1.70/1.80 lbs.)	\$9 1/2	\$9 1/2
Deccans (1.70/1.80 lbs.)	\$9 1/2	\$9-9 1/2

CHINAS

Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.

MOCHAS

Berberahs	\$9.50	\$9.00
Hodeidahs	\$5 1/2-7.00	\$6.00
Battis	\$12.87 1/2	\$12 1/2
Batti types	\$10.87 1/2	\$10 1/2
Addis-ababaa	Nom.	Nom.

AFRICANS

Algiers	Nom.	\$8 1/2-9
Casablanca	Nom.	Nom.
Marakesh	Nom.	Nom.
Constantines	Nom.	Nom.
Orans	Nom.	Nom.
Tangiers	Nom.	Nom.
West Province Ex. Lts.	42c	41c
Port Elizabeth Ex. Lts.	40c	39c
Nigerians, lbs.	96c	96c
Mombasas, dz.	\$10 1/2-10.90	\$10 1/2-10 3/4

LATIN AMERICANS

Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxacas	Nom.	Nom.

Venezuelans

Barquisemetos	42c	41c
Coros	42c	40c
Maracaibos	Nom.	Nom.
La Guayras	Nom.	Nom.

Colombians

Rio Hache	40c	40c
Bogotas	Nom.	Nom.

West Indies

Jamaicas	69 1/2-72c	64 1/2-69 1/2c
Haitians	47c	43 1/2c
San Domingos	39 1/2c	38 1/2c

Brazils

Cearas	76-77c	76c
Pernambucos	77-79c	77 1/2c
Bahias	76c	Nom.

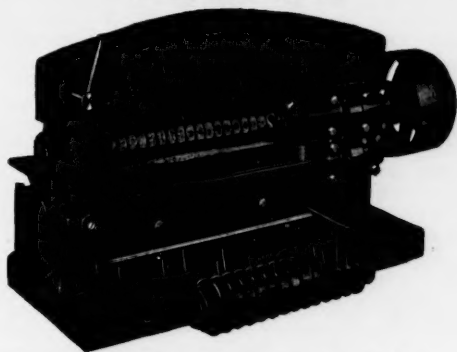
Argentines

Cordobas/Santiagos	50c	48c
Pampas	37 1/2c	39 1/2c

Peruvians

Paytas	43c	43c
Ayacuchos	45c	Nom.

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NEWS QUICKS

About people and happenings coast to coast

Wisconsin

- **Kepec Chemical Co.** of Milwaukee has announced that it has purchased plant and assets of Excelsior Products Co., West Allis maker of industrial colors and finishes. William Pohl, president, reports there will be no changes in operation and staff of the 24-year-old firm.
- Production and maintenance employees of **Law Tanning Co.**, Milwaukee

Keetanner, voted on Dec. 17 in favor of representation by International Fur and Leather Workers Union, according to L. D. Stuart. The vote was 33 to 23 in favor of the union. Negotiations are now under way on a contract.

Ohio

- **Vulcan Corp.**, Cincinnati and Portsmouth, wood heel manufacturer, reports net earnings for the nine-month period ended Sept. 30 at

\$131,422, after provision for taxes. This compares with \$148,925 for the same period a year ago. Earnings for the period of 1952 are equivalent to 41 cents per share.

Missouri

- **Peters Shoe Co.**, division of International Shoe Co., St. Louis, has arranged a tie-in with Walt Disney under which the firm, maker of Weatherbird children's shoes, will use the new Technicolor cartoon feature, Peter Pan, on its TV show. The company will also use the tie-in for national magazine ads and give away a million paper hats featuring Peter Pan characters.

• **Town & Country Shoes, Inc.**, has announced it will open its fourth plant in Slater by Sept. of next year, according to Vergil Lipscomb, president of the firm. The new plant will increase total output of the firm by 2,500 pairs daily to a grand total of 9,200 pairs daily. The Slater plant will employ some 400 workers with Rocco Leonardo as superintendent. Leonardo was formerly with Seymour Troy for 18 years and previously with I. Miller & Sons, Inc.

Illinois

- The Olney plant of **International Shoe Co.** has announced that it turned out the greatest number of shoes produced by International's 56 factories during the 1952 fiscal year ended Dec. 1, 1952. The plant made 2,195,745 pairs of shoes during the period.

New Jersey

- **Potdevin Machine Co.**, Teterboro, has published a new brochure on gluing, cementing, coating and laminating machines. The brochure describes a wide range of machines suitable for operation in many industries.

New Hampshire

- **Tilton Shoe Co.** is scheduled to open in Jan. 1953 in Laconia and will employ some 40 to 50 stitchers at the start. Plans are under way to increase employment as rapidly as possible.

• **Laconia Shoe Co.** in Laconia has been awarded an \$11,000 Government contract to manufacture footwear for the Army Air Force Exchange Service, according to Leo A. Gleason, New England director of the Wage-Hour and Public Contracts Division of the Department of Labor.

- **Brezner Tanning Co.** in Penacook, recently purchased by Allied Kid Corp. of Boston, has announced a



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distribution of approximately \$25,000 in Christmas bonus checks to more than 300 workers.

- Plans for the expansion of the six-months-old **Suncook Glove Co.** in Suncook, N. H., have been announced by Raymond Fortier, president of the firm, who has been in the glove manufacturing business for many years.

Georgia

- **Boston Novelty Shoe Corp.**, women's and children's popular-priced shoe wholesaler, has opened its new offices at 218 Pryor St., S.E., in Atlanta, after moving from Boston early this month. Stanley K. Morton is president of the firm.

Pennsylvania

- Plans have been completed for the 39th annual **Mid-Atlantic Shoe Show** to be held Jan. 31 to Feb. 4 at the Benjamin Franklin Hotel in Philadelphia, according to Cal J. Mensch, show manager. The Middle Atlantic Shoe Retailers Association, sponsor of the showing, will schedule its midseason show during June 1953.

- **Cohen's Department Store** in Lehighton has been merged with Bright Stores, Inc.

- **William H. Steigerwalt, Inc.**, footwear retailer, is reported preparing to open an additional branch store at Old York Road and Cloverleaf Lane, Jenkintown. Headquarters are in Philadelphia.

Maine

- Reports that **Wilner Wood Products Co.** of Norway will manufacture plastic heels have been denied by Joseph R. Wilner, owner of the firm which makes wood heels and other products.

- **Kesslen Shoe Co.** of Sanford recently celebrated its 25th anniversary at a banquet for employees and families as well as business associates.

New York

- **Jaycee Footwear, Inc.**, Hempstead, L. I., manufacturer of women's shoes, has scheduled meeting of creditors for Dec. 29. Liabilities are listed at \$448,000 with assets at \$237,000. John C. Calderazzo is principal.

- **Sad-El Shoe Corp.** has been organized to manufacture footwear at 291 Broadway, New York City. Rose S. Moses is listed as principal.

- **Shoe Fashions, Inc.**, has been organized to produce footwear at 66

Court St., Brooklyn. Alfred A. Rosenberg is principal.

- **Joseph S. Salomon & Co.** has been appointed metropolitan New York agency for **Monarch Rubber Co.** of Baltimore, Md. The firm also represents **Irving Tanning Co., Inc.**, **John R. Evans & Co.**, **Gilbert & Co.**, **George Knight & Co.**, and **John Flynn & Sons.**

- Local 1712, **United Tannery Workers, CIO**, representing workers employed in Fulton County glove leather tanneries, has been issued a federal credit union charter. The credit union will provide a savings bank for

all employees and enable them to borrow money at low interest rates.

- All-leather fashions on footwear, handbags and other accessories will be shown to fashion editors over the country at **Press Week**, beginning Jan. 4 in New York City. Showings will be held at the Waldorf-Astoria. The Luggage and Leather Goods Association is directing displays. Leather Industries of America is sponsoring a color slide display of fine leathers.

- **Central Shoe Corp.**, wholesale footwear dealer located at 291 Broadway, New York, has been assigned to Irwin M. Berner.

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• **Leather and Shoe Supply Co.** has leased space at 84-86 Gold St., in the downtown "swamp" section.

• **Julius Altschul, Inc.,** Brooklyn manufacturer of children's shoes, is currently having its production facilities completely overhauled, especially its making and lasting rooms. The firm's offices and showrooms are also being modernized and air-conditioned.

New Jersey

• **Amelia Earhart Luggage** of Newark has announced plans to in-

crease its advertising schedule in leading national publications. The set-up will begin next year when the firm switches its account to Daniel & Charles, Inc.

Massachusetts

• Assets and property of **Bronner Shoe Co.,** Haverhill shoe manufacturer, were sold at auction on Dec. 18 by the Office of Internal Revenue. The seizure was attributed to non-payment of taxes over the past four years, according to Revenue agents.

• **H. E. Burroughs Co.,** Westboro shoe supplies firm, has moved from its offices at West Main St. to a new location at 1 East Main St. The firm is agent for shoe supplies, including counters, needles, and laces. Harry E. and John H. Burrough are partners in the business.

• **Allison Bag Co.** has been organized to manufacture women's handbags in Boston. I. D. Magier, formerly with Novelle Bag Co., Inc., is principal.

• "Anyone in the leather finishing business knows what type of leather is currently popular," according to Phenny Smidt of **Phenny Smidt Leather Co.,** reputedly the world's largest contract finisher. "Just now, we are finishing a great deal of full-grain, glove-type shoe leather and this means that in popular footwear, glove tannages are in great demand."

• Employees of **Ruth Shoe Co.,** Newburyport, have voted unanimously to rectify the new contract recently negotiated by officials of the firm and United Shoe Workers of America, CIO. The contract calls for workers to be given whatever wage increase is negotiated between the union and other Massachusetts shoe manufacturers. Other benefits for 1953 and 1954 include a \$500 death benefit with premiums paid by the company, and 90 cents minimum wage to learners after six months. The union is currently negotiating with other Massachusetts manufacturers.

• **Union Bay State Chemical Co., Inc.,** of Cambridge is observing its Golden Anniversary by publishing a brochure describing the firm's operations and products. Included are illustrations of the test laboratories where standard and custom made leather finishes, shoe cements and solvents, etc. are developed. The company is the outgrowth of the merger of the former Union Blacking Co. of Lynn with Bay State Finish Co.

• Members of the New England Chapter, **American Materials Handling Society,** were guests last week of **Graton & Knight Co.,** Worcester tanner of industrial leathers, at a tour of the plant and a dinner at the Hotel Sheraton. The visitors were shown all phases of leather manufacture and company laboratories. At dinner, David S. Williams, president of the firm, discussed the importance of materials handling in the making of leather.



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Canadian Notes

• Canadian production of **leather footwear** increased 33 percent during Sept. over the same month of 1951. Total this year was 3,451,250 pairs against 2,585,928 a year ago. Output for the first nine months of 1952 is estimated at 27,334,335 pairs or seven percent higher than the 25,630,771 pairs produced in the same period of 1951.

• Production of **all classes of leather footwear** was higher in the nine-month period except youths' which dropped to 259,909 pairs from 284,899 a year earlier. Output of men's footwear rose to 6,426,045 pairs from 6,019,323; boys' to 972,056 from 830,946; women's and growing girls' to 13,139,337 from 12,451,502; misses' to 2,433,202 from 2,198,165; children's and little gents' to 1,982,670 from 1,820,454, and babies' and infants' to 2,121,116 from 2,024,882.

• A new tannery will be built shortly in **Monaghan, Ireland**, to produce heavy upper leathers for which a market exists in Ireland as well as on the continent of Europe, according to report from Dublin by Foreign Trade Service, Canadian Government. Later it is hoped to begin the production of finer leathers.

• Canadian Government's latest nationwide survey discloses value of shipments of **leather tanneries** increased to 74.7 in Sept., 1952, compared with 64.9 in Aug., and 64.2 in Sept., 1951, based on 1947 being 100. Value of inventories, however, dropping to 101.2 in Sept., 1952, against 102.1 in Aug., and 167.4 in Sept., 1951. Stocks of raw materials and finished products declined in Sept., 1952, but goods in process increased in this period over previous month.

• Sales of footwear by **Hong Kong's plants** increased spectacularly in 1952 over 1951 and local manufacturers as well as exporters are keenly interested in expanding their sales to that market, states M. B. Blackwood, Assistant Canadian Trade Commissioner in a report from Hong Kong to Foreign Trade of Canadian Government.

• Employees of **Humberstone Shoe Co.**, Port Colborne, Ont., represented by International Fur and Leather Workers Union, have voted to seek a wage increase of 20 cents per hour from the company. Steve Antal, Jr., president of the local union, said workers will also ask for a reduction of the working day to eight hours without loss of pay.

• **Mont-Bel Shoe Co.** has been or-

ganized to manufacture women's shoes in Beloeil, Quebec, Canada.

• **Blachford Shoe Mfg. Co., Ltd.**, recently purchased by C. & J. Clark, Ltd., England's largest shoe manufacturer, has had its name changed to Blachford-Clarks, Ltd. The Canadian firm will continue to produce Blachford lines of high-grade shoes, with probable output at 100,000 pairs annually.



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1952

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HEADS

BELTING LEATHER

BEND BUTTS
SHOULDERS

LEAS & McVITTY, Inc.
PHILADELPHIA 6, PA.

"Leather for Health"

MEN'S SHOES

(Concluded from Page 8)

Prices

4. Do you see 1953 prices of your particular type and grade of shoes averaging higher, lower or about the same as 1952?

Higher, 57%; lower, none; no change, 43%.

Quite a contrast with last year's poll among this group, when 7% foresaw higher prices, 20% expected them to be reduced, and 73% saw no change in view. Currently and recently, however, the rise in leather

prices affected particularly men's shoes, large consumers of leather per pair. There is little shift in opinion as to prices over the first and second half of 1953. The general price rises estimated for the year will hold for the sections of the year, also.

Costs

5. As compared with 1952, do you think next year's costs will be higher, lower or about the same?

Higher, 54%; lower, 3%; no change, 43%.

Those voting "higher" expect a 3-5% rise, with labor and leather

representing the chief cost-rise factors. This is how specific costs are seen:

Materials: 61% see them as higher, 9% lower, and 33% no change.

Labor: 73% expect them to rise; none expects them down; 27% see no change.

Supplies: 25% say higher; 6% say lower; 69% see no change.

Overhead: 59% say higher; 3% say lower; 38% see no change.

Distribution: 52% expect them higher; none sees lower; 48% no change.

Profits

6. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 29%; lower, 15%; no change, 56%.

An appreciable change in outlook as compared with last year, when 22% of this group expected higher profits, but 36% saw profits in decline, while 42% expected no change. For 1953, nearly one-third expect profits to rise 8-10%; while 15% believe a decline of 5-8% is in view. As a whole, however, there is far more optimism in this group than existed at this time last year.

Assuring Output and Sales

7. In your opinion, what is the most important single step that shoe manufacturers should take in 1953 to assure a high level of output and sales?

Suggested steps, in order of frequency of mention:

- Stronger style promotion.
- Stabilize prices.
- Fresh styles.
- Better job on deliveries.
- Adequate advance buying by retailers.
- Less emphasis on "long wear" and "heavy duty" shoes.
- Educational - promotional program.

For Higher Retail Sales

8. What do you believe is the most important single step that shoe retailers can take in 1953 to maintain a high level of sales?

The answers, in order of frequency of mention, as follows:

- Controlled inventories.
- Hold prices.
- Promote "The New in Shoes" program.
- Improve retail sales personnel.
- Promote more shoes for more uses—thus extra pairage.
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WOMEN'S SHOES

(Concluded from Page 10)

Distribution: 54% say higher; 3% say lower; 43% say no change.

Profits

6. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 22%; lower, 35%; no change, 43%.

An appreciably brighter outlook than last year at this time, when only 14% of this group expected higher profits, with 49% looking to lower profits, and 37% seeing no change.

Assuring Output and Sales

7. In your opinion, what is the most important single step that shoe manufacturers should take in 1953

to assure a high level of output and sales?

- a. Develop and promote fresh styles.
- b. Stick to quality and service.
- c. Hold prices—or reduce them.
- d. Create more than two shoe seasons.
- e. Off-season promotions to level off peaks and valleys.
- f. Improve deliveries.
- g. Fewer patterns and improved product.
- h. Industry-wide promotion of footwear.
- i. Create more interesting materials.
- j. Closer cooperation with retailers and suppliers.
- k. Creative selling.
- l. Stronger merchandising methods to get bigger share of consumer dollar.

High Retail Sales

8. What do you believe is the most important single step that shoe retailers can take in 1953 to maintain a high level of sales?

- a. Participate in "The New In Shoes" program.
- b. Fewer styles, more sizes.
- c. Take it easy on markups.
- d. Specialize.
- e. Improved sales personnel.
- f. More dramatic merchandising.
- g. More efficient buying schedules.
- h. Take emphasis off "wear" in shoes.
- i. Investigate consumer wants—then buy and sell accordingly.
- j. More manufacturer-retailer co-operative promotion.

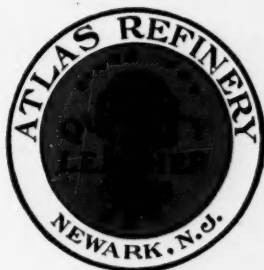
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JUVENILE SHOES

(Concluded from Page 12)

Materials: 60% say up; 5% say lower; 35% no change.

Supplies: 48% say up; none says down; 52% expect no change.

Labor: 76% expect a rise; none sees it down; 24% no change.

Overhead: 61% say up; none expects it lower; 39% no change.

Distribution: 51% expect it up; none says down; 40% no change.

Profits

6. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 20%; lower, 16%; no change, 64%.

Very different from last year at this time, when 14% expected higher profits, but a large 49% believed that profits would be down, and 37% saw no improvement. For 1953, those voting "higher" see the rise amounting to 5-10%, while the "lower" group see a decline of 5-8%.

Assuring Output and Sales

7. In your opinion, what is the most important single step that shoe manufacturers should take in 1953 to assure a high level of output and sales?

- Style promotion in juvenile shoes.
- Campaign to change children's shoes when outgrown.
- "The New In Shoes" program—participate.
- Stable or reduced prices.
- Improved product.
- Control leather prices by holding threat of substitutes over tanners.
- Concentrate on better merchandising.
- Improve retail inventory system to assure sizes in stock.

Maintaining Retail Sales

8. What do you believe is the most important single step that shoe retailers can take in 1953 to maintain a high level of sales?

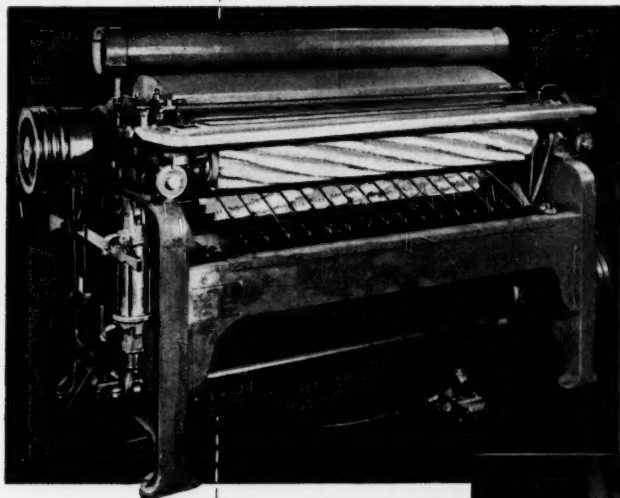
- Hold prices and quality.
- Promote extra pairs for health, comfort, foot growth.
- Create style-consciousness for juvenile shoes.
- Maintain better inventory of sizes and widths.
- Better trained sales people.
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OTHER FOOTWEAR

(Concluded from Page 14)

Materials: 29% say up; none says down; 71% expect no change.

Supplies: 24% expect up; 5% say decline; 71% see no change.

Labor: 47% look to rise; none expects drop; 53% say no change.

Overhead: 38% see rise; 5% say down; 57% say no change.

Distribution: 25% expect a rise; none says down; 75% no change.

Profits

6. For 1953, do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 24%; lower, 33%; no change, 43%.

An appreciably more optimistic picture than last year, when only 19% of this group expected improved profits, while 44% expected a drop, and 37% saw no change in view. For 1953, the one-fourth voting "higher" expects an improvement of 10-20%, while the 33% expecting lower profits see a decline of 10-15%.

Assuring Output and Sales

7. In your opinion, what is the most important single step that shoe manufacturers should take in 1953 to assure a high level of output and sales?

The suggestions, in order of frequency of mention, are as follows:

- Hold prices.
- Fight wide fluctuations in leather prices.
- Work closer with retailers to build sales.
- Modernize our merchandising ideas.
- Get consumers out of rut of "conventional" footwear.
- More emphasis on footwear for "occupations" and "occasions."

Maintaining Sales

8. What do you believe is the most important single step that shoe retailers can take in 1953 to maintain a high level of sales in your kind of footwear?

The more important suggestions, in order of frequency of mention, are as follows:

- Training in selling.
- Better control of inventories.
- Reasonable prices by avoiding unreasonable markups.
- Special promotions on special footwear.
- Recognizing that specialized shoes mean extra pairage sales.
- Learn to sell footwear, not just shoes.

SHOE LEATHERS

(Concluded from Page 16)

from last year's, when only 19% foresaw higher profits for the year ahead, while 49% expected lower net profits. Confidence in the profit picture for 1953 is obviously much stronger, as the figures indicate. Those voting "higher" expect a 10-20% improvement in net profits, while those stating "lower" see a fall of 8-10%.

Costs

6. As compared with 1952, do you foresee your 1953 costs as higher, lower or about the same?

Higher, 59%; lower, 3%; no change, 38%.

This is also in sharp contrast with last year's forecast, when some 20% foresaw lower costs, as compared with only 3% this year. This year's forecast on costs sees over-all costs up 5-7%. A breakdown of expectations on costs is as follows:

Labor costs: 87% see a 5% rise, while none sees any drop, and 13% see no change.

Hide and skin costs: 54% see them up by 10-15%, while only 4% expect a decline (3-5%), and 42% see them averaging out about the same for the year.

Other supplies: 33% see them up by 5-7%, none sees a decline, and 67% sees no appreciable change.

Overhead: 60% expect a 5% rise, 8% see the same percentage of fall, while 32% expect no change.

Leather Industries Program

7. The tanners' promotional program, Leather Industries of America, Inc., has been in official organization about a year. Do you believe that the program has made satisfactory progress during this time?

Yes, 64%; no, 18%; uncertain, 18%.

8. Does your own company plan to step up its merchandising and selling program for next year? If so, by what means?

Chief comments, in order of frequency of mention, are as follows:

- Advertise more.
- Push harder with calls.
- Use new merchandising features.
- More aggressive selling.
- Expand territory.
- Improve our product.
- Expand our sales force.
- Diversification of products and markets.

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OTHER LEATHERS

(Concluded from Page 18)

Those voting "higher" see prices up 5-10% for the year's average, while those voting "lower" expect a 7-12% drop. Most, however (52%), expect prices to average out about the same as for 1952. Some 50% believes the price rise will occur in the first half, amounting to 3-10%, while just 8% sees a price fall in this period, and 42% expect no change. For the second half the picture reverses, with only 18% believing prices will be higher than the second half of 1952, 36% seeing a fall averaging 10-12%, and 45% expect no change.

Profits

5. For the coming year do you foresee your net profits as higher, lower or about the same as 1952?

Higher, 28%; lower, 28%; no change, 44%.

This is in drastic contrast to the outlook of this group in last year's forecast, when none expected better profits, and 78% foresaw lower net profits. But the outlook for 1953 is seen as much brighter, with 28% expecting net profits improved by 5-12%, while the same number expect an 3-10% fall, and 44% see no change.

Costs

6. As compared with 1952, do you foresee your 1953 costs as higher, lower or about the same?

Higher, 32%; lower, 23%; no change, 45%.

The "higher" group expects costs, over-all, to go up 5-7%, while the "lower" group sees a 3-5% drop. On specific cost factors the voting was as follows:

Labor costs: 70% see them as up about 5%, with only 8% anticipating a drop (3-4%), and 22% expecting no change.

Hide and skin costs: while 22% expect a rise of 10-12%, some 40% foresee a decline of about 10%, and the remaining 34% see no change.

Other supplies: 13% are looking for a 5% rise, with 22% seeing a 7-10% fall, and 65% expecting no change.

Overhead: a rise of 5-10% is foreseen by 23%, while 20% expect a 10-12% decline, and 57% expect no change.

Leather Industries Program

7. The tanners' promotional program, Leather Industries of America, Inc., has been in official organization for about a year. Do you believe that the program has made satisfactory progress during this time?

Yes, 82%; no, 9%; uncertain, 9%.

Some of the comments: "slow getting started but picking up" . . . "Program should be expanded" . . . "Mistake is belief of many tanners that LIA alone is the answer to their problem" . . . "Better than expected" . . . "Good, but needs plenty more push."

Merchandising

8. Does your own company plan to step up its merchandising and selling program for next year? If so, by what means?

Yes, 73%; no, 25%.

Those saying "yes" gave the following plans:

- Department store promotions and displays.
- Introduce new products.
- Advertising more.
- Expanding sales force.
- Cooperative promotion with customers.
- More aggressive selling.
- Stressing value of the genuine.
- Improvement on present products.

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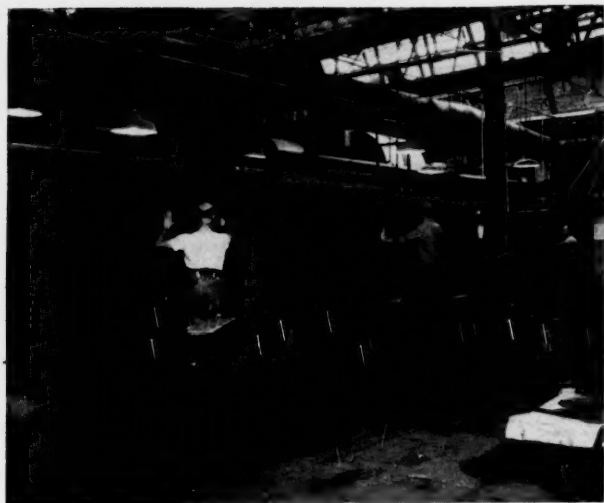
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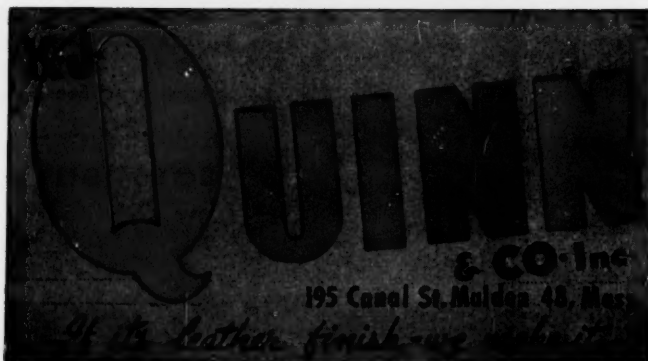
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SHOE WHOLESALEERS

(Concluded from Page 20)

normal, and 23% below. Currently, those with above-normal stocks say the surplus amounts to 3-8%, while the below-normal group says it amounts to 10-15% under requirements. Over-all, it appears to represent a healthy inventory condition for the shoe wholesalers.

Lost Sales

6. *The tendency throughout most of 1952 was to maintain below-normal shoe inventories. If yours were in this category, do you believe that it cost you sales? If yes, by about what percent?*

Yes, 43%; no, 57%.

The "yes" group feels that the sales losses amounted to 3-7%. One comment summed up a good deal of the thinking expressed by this group: "Call it caution or fear or what you will. When the sales pickup started we thought it was just a flash in the pan. We figured the recovery couldn't be so deep and sound and follow so soon after the washout of '51. We were spending so much time licking the old wounds we didn't have the courage to move into large-scale buying again. So, like most everyone else, we lost some business."

Buying Policies

7. *What is the one most important change, if any, you plan to make in your own buying policies for 1953?*

Following, in the order of frequency mentioned, is the list:

- Maintain or increase turnover.
- Anticipate further in advance.
- Extremely careful control of inventory.
- Keep closer check on retail shoe sales trends.
- General caution.
- Extend buying resources.
- Watch men's shoe styles—getting more risky.

Boosting Retail Sales

8. *What do you believe is the one most important factor needed to give retail shoe business a real sales boost in 1953?*

The answers, in frequency of importance mentioned:

- Lower prices.
- More aggressive selling for extra pairage.
- New items to inspire sales.
- Lower cost of living.
- New merchandising techniques.
- Develop better store sales personnel to increase sales.

SHOE CHAINS

(Concluded from Page 24)

normal, below normal, or above normal?

Normal, 32%; below, 10%; above, 8%.

Obviously, shoe chains' inventories are in good condition. This is in sharp contrast with last year at the same time, when only 61% of the shoe chains declared their inventories were normal, while a big 39% stated inventories were above normal, and none declared below-normal inventories. In the 1953 poll, the 10% stating their stocks were above normal said this "surplus" amounted to about 10-12%, while the below-normal group felt their stocks were off by 7-10%. Over-all, the inventory status among the chains is in one of the healthiest positions in several seasons.

Lost Sales

6. The tendency throughout most of 1952 was to maintain below-normal shoe inventories. If yours were in this category, do you believe that it cost you sales? If yes, by about what percent?

Yes, 41%; no, 59%.

Two-fifths of the shoe chain group believed that their below-normal inventories of 1952 resulted in lost sales—averaging 7-12%. However, there were several in this group who remarked, in effect, "that under the uncertain conditions of at least the first half of 1952, and even further, we felt it was better to take the rap of lost sales than the rap of inventory losses in the event that sales did not come through. The below-normal inventories was a deliberate policy, not dumbness."

Buying Policies

7. What is the one most important change, if any, you plan to make in your own buying policies for 1953?

Following in the order of frequency mentioned, is the list of the more important items:

- Smaller but more frequent orders.
- Cautious but not over-cautious buying.
- More in-stock shoes, more fill-in sizes.
- Shorter range buying.
- Increased markups.
- Less dependence upon unreliable in-stock services.
- Increased inventories.

- Fewer styles, more concentration on sizes.
- Buying for specific promotions.
- Closer inventory controls.
- Anticipate deliveries further ahead and prevent disappointments.

- Put fresh front on all services and merchandising.
- More cooperative promotions with manufacturers.
- Improve sales personnel to cash in on sales opportunities.
- Fresh styles.
- Better deliveries.
- Improve services.

Boosting Retail Sales

8. What do you believe is the one most important factor needed to give retail shoe business a real sales boost in 1953?

The answers, in order of frequency of appearance, as follows:

- Price reductions.
- National shoe promotion campaign by the industry.

- Increase gross markup slightly and use the "extra" for advertising.
- More effective advertising techniques.

—END—

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DEPARTMENT STORES

(Concluded from Page 28)

amounted to 4-7% on an average. "Not enough to really hurt," said several comments in effect, "but that extra little margin of sales might have given us a better profit picture and helped us to start 1953 with a little fresher inventory."

Buying Policies

7. *What is the one most important change, if any, you plan to make in your own buying policies for 1953?*

Following, in order of frequency mentioned, is the list:

- Buy for needs, not on speculation or anticipation.
- Stick closer to staples — better chance of size-in orders.
- Key buying for better deliveries.
- Stronger promotional programs.
- Buy from fewer resources.
- More spot buying.
- More nationally advertised brands.
- Greater caution.

Retail Sales Boost

8. *What do you believe is the one most important factor needed to give retail shoe business a real sales boost in 1953?*

The answers, in order of importance mentioned, as follows:

- Fresher styles.
- Leathers with strong promotional features.
- Honest values.
- Better calibre sales people in shoe stores.
- Fresh merchandising ideas.
- Lower prices.

MATERIALS AND SUPPLIES

(Concluded from Page 30)

by this group. As remarked by some, dire conditions and consequent competitive forces a year ago drove profits deep underground. Prospects for fair profits are now considered brighter.

Shortages

5. *Do you foresee any shortages of basic or raw materials that will affect your production or prices in 1953?*

Yes, 2%; no, 98%.

The problem of shortages is practically absent among this group. All basic materials are seen in good supply, with the exception of a few metals essential to output of war weapons. But even those are not expected to hamper production or prices of items, such as machinery, utilizing them.

Sales Promotion

6. *In your own company's sales promotion plans for 1953, what is the one outstanding step scheduled for your program?*

Following, in the frequency of their mention, is a list of the more important plans:

- Increase advertising.
- Develop and introduce new products.
- Increase service.
- More personal contacts.
- Expand sales force.
- Expand and diversify lines.
- Expand territory.

HIDES AND SKINS

(Concluded from Page 32)

and that the levelling process will begin in 1953.

Profits

5. *For the year ahead, do you foresee your net profits as higher, lower or about the same as 1952?*

Higher, 33%; lower, 55%; no change, 12%.

The "higher" group expects a net profit improvement of about 5%, while the "lower" group anticipates a drop of 8-10%. However, this is quite a change from the forecast of last year, when only 4% expected better profits, while 79% believed there would be a drop. The feeling of confidence and optimism is much stronger this year in the belief that profits will hold firm and reasonable.

Combating Competition

6. *What does your company plan to do, specifically, to combat competition from non-leather materials in 1953?*

Most frequent comments were as follows:

- Hold prices to reasonable levels.
- Do a decent advertising job.
- Participate in Tanners' Council leather promotion program.
- Work more closely with tanners in merchandising programs.

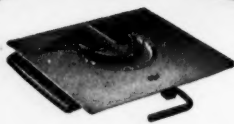
Preventing Price Rises

7. *What, in your opinion, would be the one most effective thing that could be done to prevent any appreciable price rises of hides and skins in 1953?*

The comments, in frequency of appearance, are as follows:

- Supply and demand rules. But if users buy only for needs and not stockpile, supply will be adequate to hold prices.
- Dogged determination not to out-price ourselves.
- It's the tanners' problem. We don't want higher prices. Sane and sound buying by tanners can hold prices to sane levels.
- Shoe manufacturers should refuse to pay high leather prices. The effect works back through the line.
- Packers should move their hides to the tanning industry instead of to speculators.

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BOOT AND SHOE WORKERS

(Concluded from Page 35)

velopments, particularly if conditions warrant another wage increase. However, at the moment, pay rates of our members are about the maximum permitted by the Wage Stabilization Board and we have no immediate plans for further wage increases.

As always, we will be seeking to improve worker conditions in the industry during 1953, especially by emphasizing improved fringe benefits. We do not have any immediate plans regarding pensions for shoe workers but would favor any working program.

Our union still numbers close to 50,000 members over the country. Although we are always seeking new members, particularly by organizing non-union factories, we have about reached a "non-raiding" agreement with United Shoe Workers of America, CIO. This and other types of cooperation between the AFL and CIO should benefit the shoe industry immensely in coming years.

Although there are no immediate plans for a merger of two unions, we have come a long way in 1952 and expect to better our relations further in 1953. This new relationship will extend to contract negotiations in certain areas, more uniform wage rates, and closer cooperation in working out problems that beset the industry.

We do not believe that wage and price controls are needed any longer. This does not mean that we will demand wage increases the minute wage controls are suspended. This is something that must be determined by market conditions rather than just the desire for higher wages.

Our union, along with the others, still faces the problem of holding skilled workers in the shoe industry while attracting new workers for training. Wage rates in the shoe industry are still below the larger "defense" industries and many workers have been attracted to the latter industries. Somehow or other, we must find a way to assure the industry of the skilled workers it needs.

Another big reason for this difficulty is the seasonal lay-offs which occur during slack periods. We are very much interested in trying to work out with manufacturers some means of providing more regular employment for shoe workers over the entire 12 months. This alone would do much to keep workers in the industry.

— END —

THE BROTHERHOOD

(Continued from Page 35)

it has been able to fill factory requirements.

The existing contract in the area — between the Brotherhood and the Associated Shoe Industries of South-eastern Massachusetts (representing manufacturers) — expires on March 31, 1953. Before that date, we intend to request a reopening of the contract so that we may obtain a wage increase and additional fringe benefits. Currently, our contract calls for four paid holidays and two weeks' paid vacations.

The Brotherhood, which is an independent union, has a contract in 21 factories employing approximately

6,000 union employees.

The BSAC has not given a great deal of study to Government wage and price controls. Whether or not complete elimination of these controls would have any effect upon the Brockton shoe industry is problematical. We do feel that some increases on the cost of shoes are in line.

The Brotherhood to date has not seriously considered any concrete pension plan. We are in favor of one whenever possible but do not feel the time is ripe as yet. Naturally, we believe the idea of providing more security for the shoe worker in his old age is a good one. Certainly, it would help to keep many workers, otherwise lost, in the industry.

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Employment in Brockton shoe factories over the last few months of 1952 has been at exceptionally high levels. We look for continued good business through the spring 1953 months at least to employment at a fairly high level.

One of the more serious problems the industry faces here centers on how to find and keep more workers. Many workers, both young and old, are seeking employment in steadier, more highly paid industries outside of Brockton. A good example is the shipyards at Quincy and Charlestown which have drawn many former Brockton shoe workers. Thus, our

problem is to obtain higher pay, better working conditions for shoe workers, keep them in the shoe industry.

— END —

UNITED SHOE WORKERS

(Concluded from Page 35)

the only area where we have not yet reached an agreement for 1953. Our membership is asking for an increase here and is determined to get one. After it does, we are certain that management-labor relations in Massachusetts will be much improved.

Our late president, Philip Murray,

in his prepared address scheduled to be delivered at the National CIO convention shortly before his death, stated unequivocally that he favored removal of all Government wage and price controls. United Shoe Workers has always backed National CIO policies and feels that removal of these controls would best serve the nation's interest at this time. If the National CIO adopts removal of controls as a resolution, we shall support it.

We have been asked what our policy on fringe benefits will be during 1953. Naturally, we are always seeking to better the working conditions and security of our members. Shoe workers are still well behind many other major industries in this respect. Thus, we will continue to seek additional benefits, including medical, insurance and holidays.

We are also on record as favoring a pension plan for all shoe workers. We believe we have a good one but are always willing to talk this over with individual manufacturers. One of our foremost aims is to obtain a universal pension plan throughout the shoe industry in the very near future.

One of the high points of the past year was close cooperation between United Shoe Workers and the Boot and Shoe Workers Union, AFL. Several constructive meetings between representatives of both unions were held in 1952. Representatives were both top national officers and local officers of both unions.

This plan of cooperation proved very successful in recent contract negotiations between both unions and International Shoe Co. and Brown Shoe Co. in St. Louis. Although contracts were negotiated separately, each union kept the other fully advised of any progress made.

Other benefits of these meetings included plans for an agreement to abstain from "raiding" each other's membership as well as contending with each other on a bargaining agent ballot at any one company. Further meetings will be held on these matters during 1953 and we expect to work out a definite policy that will benefit both unions as well as the entire shoe industry.

There has been a good deal of talk about a possible merger between our two unions. This is still in the embryonic stage although a distinct possibility in the future. We proved in 1952 that we can work together for our mutual benefits and we look forward to an ever closer relationship in coming years.

Yes, 1953 should be a good year.

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WASHINGTON OUTLOOK

(Concluded from Page 36)

less an unexpected wave of inflation, or all-out war breaks, there is a certainty that Congress won't renew the program. An exception may be made for price controls for direct defense items.

One key to what's ahead for the industry lies with the military. While official estimates are withheld from the industry, insiders frankly estimate that the military will buy about the same number of pairs of shoes as last year—10 million pairs.

A buying program of this size, it is explained, would just about keep up with military demand. In rough figures, it is explained, there are three and a half million men in the military services. Each man uses about two pairs of shoes a year, and a third pair is worn home after discharge, gets lost or otherwise disappears.

A total of \$65 million in business for the shoe industry is represented by a buying of this size. Many figure the average price of a pair of shoes for the military at \$6.50, although the prices vary from \$5 to \$8 a pair. For special types, further, the range is wider.

The Federal Trade Commission, often a critic of business, and of leather and footwear, is due for a shift in attitude. James M. Mead, a Democrat and former Senator from New York, is to step down as chairman, to be succeeded, probably, by Lowell Mason, a Republican. And John Carson, a man of utmost character and courage, who is often out of step with private business philosophy, won't be reappointed to the commission now that his term is expiring.

On the labor front, the outlook is for keeping the bulk of legislation of the past 20 years, but administering it impartially. A system of laws, in fact, rather than political strength, may decide issues. This is in contrast to a host of decisions, recent examples of which are on steel and coal workers wages.

A program of service to the leather and shoe industry, and promotion of business, may be the chief task of the leather division, as it was before the defense controls period.

Along these lines, Julius G. Schnitzer, head of the leather division, told LEATHER AND SHOES he sees another year of 500 million pairs of shoes

next year. More exactly, he forecasts that shoe production for the two years, 1952 and 1953, will come to a total of one billion pairs.

As Schnitzer sees it:

"Production of shoes for the last quarter of 1952 probably will reach a high for the season when measured against the past few years. This is due primarily to the fact that the trade is borrowing from next year's production.

"At present, indications are that production for 1953 should be the same number of pairs lower than 500 million pairs. In other words, a

total production of one billion pairs for the two years.

"Because of an early Easter in 1953, if shoe prices hold the line, we should see the best seasonal buying during the period as in any of the past three years. Retail sales will be at least equal to those in 1952, and maybe higher."

The Department of the Army, the biggest of the military buyers, reports expenditures of about \$59 million for shoes, including rubber footwear, and leather goods, mostly gloves. The figures are for fiscal year 1952, ending last July 1.



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REVIEW OF 1952

(Concluded from Page 46)

(1) Retailers finally realized they had for too long been operating with low and inadequate inventories in the face of current and anticipated business.

(2) The fear of late deliveries. As a result, buying moved up by four to eight weeks. Goods that would ordinarily be bought in December or January were ordered in October and November.

(3) Rumor or actual report of impending price rises amounting to three to five percent. Retailers wanted to get in under the wire. While there were some minor price increases at the National Shoe Fair, prices as a whole held the line—though the line was beginning to show the strain a bit.

(4) Anticipation of excellent spring business—perhaps one of the best in many years.

(5) A feeling of "stability"—that there were no erratic fluctuations in view, and hence retailers could plan and buy ahead with conviction, which they did.

The same situation prevailed at the Popular Price Shoe Show a month

later. Buying was also active there. However, here the price boosts were much more in evidence, particularly in men's shoes or other types of footwear where appreciable leather footage was needed. Price rises amounted to about five percent.

Here is where confusion and turmoil set in. All through the year the shoe and leather industry had been repeatedly informed about the heavy cattle slaughters scheduled. Actually, slaughter rates were running well ahead of 1951. We had started the year with the very high level of cattle population amounting to 88,000,000. And despite heavy slaughters we finished the year with an even higher population.

Thus, with this seemingly ample backlog of raw material it was difficult to see how demand—even the appreciably stepped-up demand—could force up hide prices. In July, light native cows were selling at 17-17½ cents. By year's end the price had moved up to 20-21 cents. Packer calfskins had moved from a price of 35-42 cents in July to 53 cents at year's end. Obviously, leather prices rose correspondingly.

The industry had still fresh in its mind the skyrocketing of hide prices

during the 1950-51 scare-buying period, when in January of 1951, light native cows hit a peak of 41 cents. Even when controls were imposed shortly thereafter, the pegged price was still high at 36½ cents. And after the nine months of slump that began in April, 1951, hides were still 26½ cents in December.

Thus, despite the creeping rise in hide prices—from 17 cents to 20-21 cents at year's end, it was still a far cry from anything resembling run-away.

As the year ended, the entire industry was pumping at full capacity. Most producers were booked into February. There was some talk of over-production, of borrowing on next year's output. But most industry spokesmen felt that though there would be a little letdown, such as perhaps in March or April, the pickup would be swift and solid. The fact that some of these sources were seeing 1953 as a year producing close to 500,000,000 pairs, was no indication of serious over-production in 1952. Nowhere, at year's end, was there any glut of inventories; nor had the buying for the spring season been in over-fat proportions.



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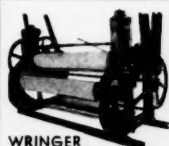
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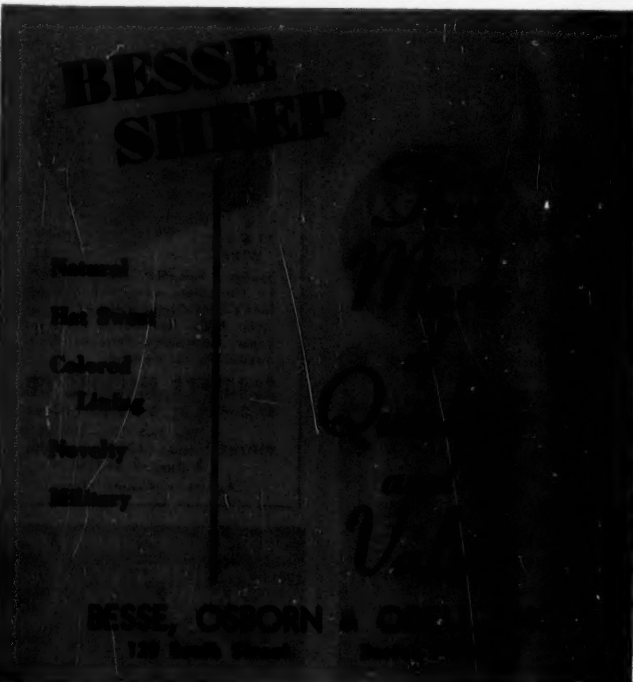
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